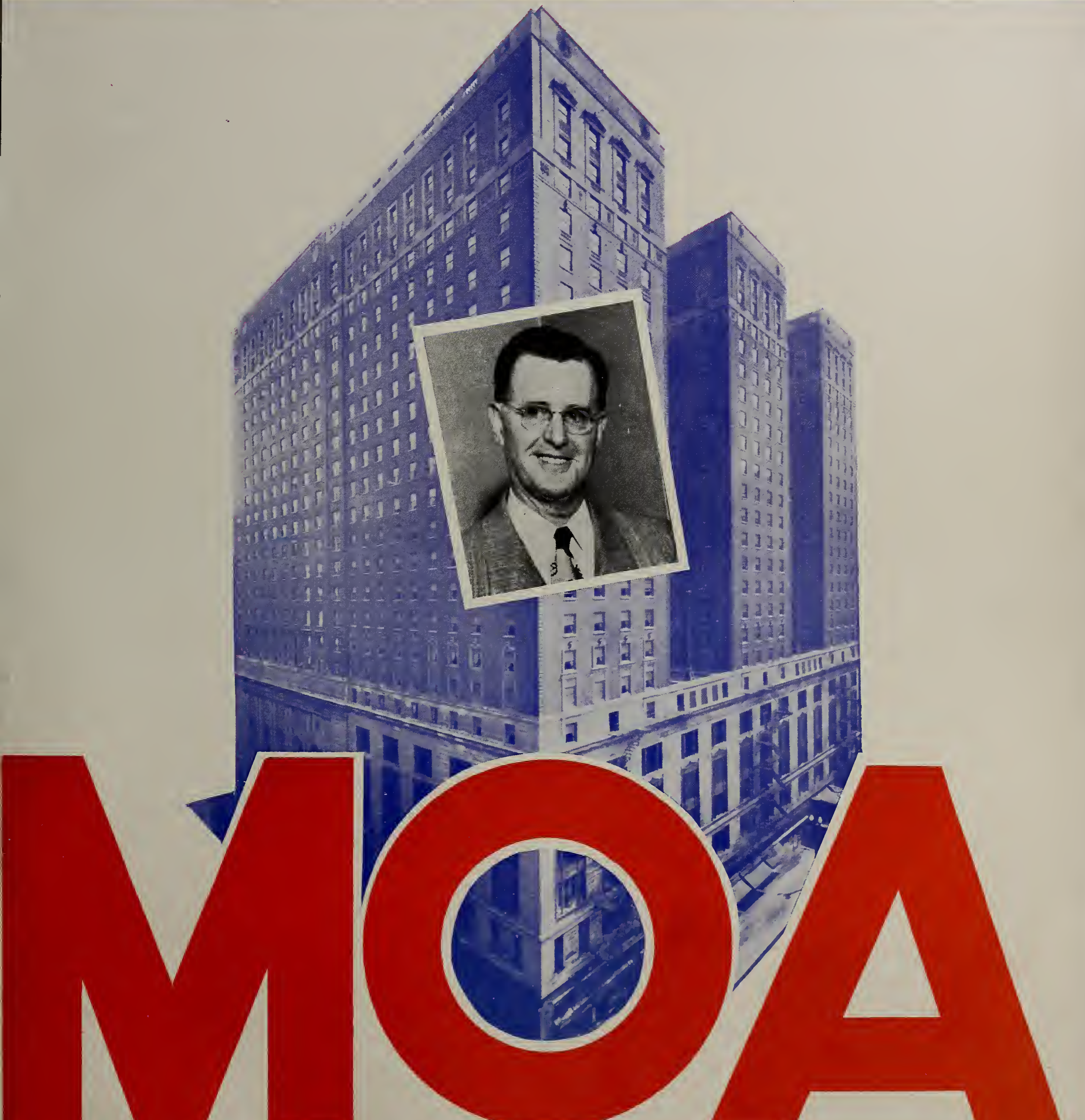
THE CASH BOX

VOLUME XV MARCH 13, 1954 NUMBER 25



FOURTH ANNUAL CONVENTION

GEORGE A. MILLER, President

MARCH 8-9-10, Palmer House, Chicago, Ill.

only the ROCK-OLA COMET 120 . . .

is so SMALL in SIZE—less than 30 inches wide

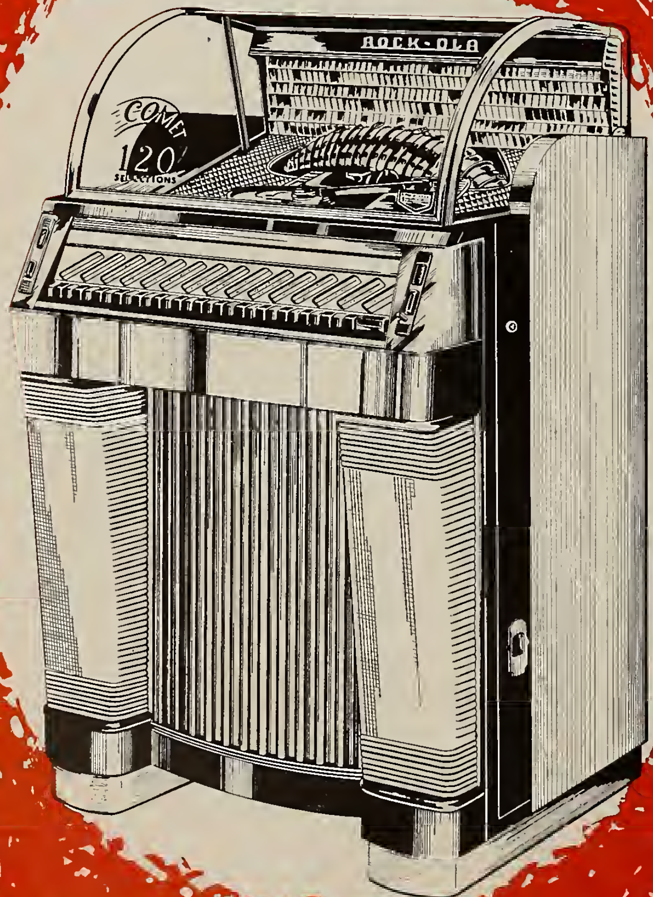
is so SIMPLE to PLAY—with single button line-o-selector programming

is so SIMPLE to SERVICE—with 3-way service accessibility, top, front and back

has SUPERB TONE FIDELITY—with the Rock-Ola wide-range tone system

"SENDS" the customer and
brings STUPENDOUS PROFITS to you

See It, Hear It, Play It at Your Distributor Today!

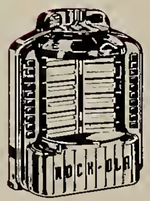


MODEL 1438

ROCK-OLA

Comet 120 Selections

"The original phonograph with 120 selections"



MODEL 1546
Chrome Cover Wall Box
with 120 Selections

ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie Avenue • Chicago 51, Illinois

MOA SPECIAL ISSUE

The Cash Box

FOUNDED BY BILL GERSH

March 13, 1954
Vol. XV Number 25

Publishers
BILL GERSH
JOE ORLECK

The Cash Box Publishing Co., Inc.
26 West 47th Street, New York 36, N. Y.
(All Phones: JUdson 6-2640)
JOE ORLECK
•
CHICAGO OFFICE
32 West Randolph St., Chicago 1, Ill.
(All Phones: DEarborn 2-0045)
BILL GERSH
Karyl Long
•
LOS ANGELES OFFICE
6363 Wilshire Blvd., Los Angeles, Cal.
(Phone: WEbster 1-1121)
CARL TAFT
•
NASHVILLE OFFICE
417 Broadway, Nashville, Tenn.
CHARLIE LAMB
•
LONDON OFFICE
17 Hilltop, London, N.W., England
MARCEL STELLMAN
•
EXECUTIVE STAFF
JOE ORLECK, Advertising Director
BOB AUSTIN, General Mgr., Music Dept.
SID PARNES, Editor-In-Chief
NORMAN ORLECK, Associate Editor
MARTY OSTROW, Associate Editor
IRA HOWARD STRASSBERG, Research
A. ARTESE, Office Manager
A. FORMAN, Circulation
POPSIE, Staff Photographer
BRUNO DUTKOWSKY, Art Director
•
ADVERTISING RATES on request. All advertising closes Friday at 12 Noon preceding week of issue. Advertisements subject to approval of publishers.
•
SUBSCRIPTION RATES $15 per year anywhere in the U.S.A. Special listing for jobbers and distributors at $48 per year includes 40 word classified advertisement each week for an entire year (52 weeks) plus the full year's subscription free of charge. Airmail, First Class, as well as Special Delivery subscription rates on request. Subscription rates for all foreign countries on request.
•
THE CASH BOX covers the coin operated machines industry, and all allied to this industry throughout the United States and all over the world. *The Cash Box* is on hand at various American consular offices throughout the world. This coverage includes operators, jobbers, distributors and manufacturers and all allied to:—automatic coin operated music equipment; automatic coin operated vending and service machines; as well as coin operated amusement equipment; in all divisions. The music and record fields, recording artists, publishers of music, disc jockeys, radio stations, and all others identified with, or allied to, the music machines industry are completely covered. Manufacturers and distributors of various merchandise, parts, supplies, components and all materials used in the vending, music and amusement fields are covered by *The Cash Box*. Banks, finance firms, loan organizations and other financial institutions, expressly interested in the financing of coin operated machines of all types, are covered.
•
"THE CONFIDENTIAL PRICE LISTS"
"The Confidential Price Lists" are the one and only officially recognized price quotation guide of all new and used machines in the United States. *"The Confidential Price Lists"* are an exclusive, copyrighted feature of *The Cash Box*. *"The Confidential Price Lists"* are recognized by many cities and states throughout the country as the "official price book of the coin operated machines industry." *"The Confidential Price Lists"* are officially used in the settlement of estates, for buying, selling and trading of all coin operated equipment, and are also officially recognized for taxation purposes. *"The Confidential Price Lists"* are used by finance firms, factors, loan companies, bankers, and other financial institutions to guide them in making loans to members of the coin operated machines industry. They have been legally recognized in courts throughout the United States and Canada. Entire business transactions and legal cases are based upon the quotations appearing in *"The Confidential Price Lists."*
•
CORRESPONDENTS IN LEADING CITIES THROUGHOUT THE UNITED STATES
•

ENTIRE CONTENTS COPYRIGHTED 1954 by The Cash Box Publishing Co., Inc. No reproduction in part or whole allowed without written permission from the publishers.

Music Editorial

The Juke Box And Record Industries Go Hand In Hand

With this issue, *The Cash Box* celebrates the fourth annual convention of the Music Operators of America.

It is a symbol of the ever increasing importance of both the juke box operators and of *The Cash Box* that this is the largest MOA issue we have ever published. It means that more than ever, the music and record industries appreciate the importance of juke box operators in making a hit. And it means furthermore that they also appreciate more than ever the importance of *The Cash Box* as a medium for reaching these ops.

The juke box industry has today become so integral a part of the record business that almost every plan which a record firm makes takes into account the needs of the operators. And well it should. For juke box purchases alone are responsible for 25% of all records made in this country and influence an untold amount of secondary purchases.

Both the record and the juke box businesses have come a long way—and in a very real sense, they have come hand in hand. For it was the development of the modern juke box in early thirties which gave the record industry the shot in the arm which led to its survival when it was being counted out by all those who were seeing radio as a substitute for its function. But the juke box had to be supplied with records and as the industry grew, it had to be supplied with an ever increasing number of those records.

Since those tenuous years in the thirties, both the record and juke box fields have become vitally important to the entire entertainment business. Today more than 500,000 juke boxes dot the nation from coast to coast. They hold more records than ever before, offering a greater variety of selections in the largest number of locations yet reached.

And the record industry has become the gateway to stardom. By now every artist knows that a hit record immediately sends her or him into the upper brackets. Not only does a hit make you an internationally recognized star, but it multiplies your personal appearance price literally overnight. And this is in a large part due to the fact that a hit record which gets into even a fraction of the juke boxes of this nation receives so many spins and such constant play that in a comparatively tiny length of time, the name of the artist has spread from one end of the country to the other.

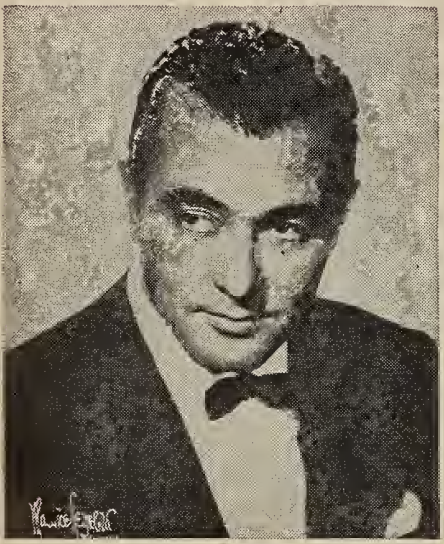
And so today juke box operators and record company officials work together for the mutual profit of both. Operators know it is only through the product that the record firms put out that they can attract the coins of the customers. And record firms in turn know that if the records they produce don't receive juke box patronage, their chances for success diminish almost to the vanishing point.

Today it's a mutual business with both factors literally walking hand in hand towards an even greater future.

EARTHA KITT

SOMEBODY BAD STOLE DE WEDDING BELL
and LOVIN' SPREE
20/47-5610

RCA VICTOR IS



TONY MARTIN

HERE and PHILOSOPHY
20/47-5665

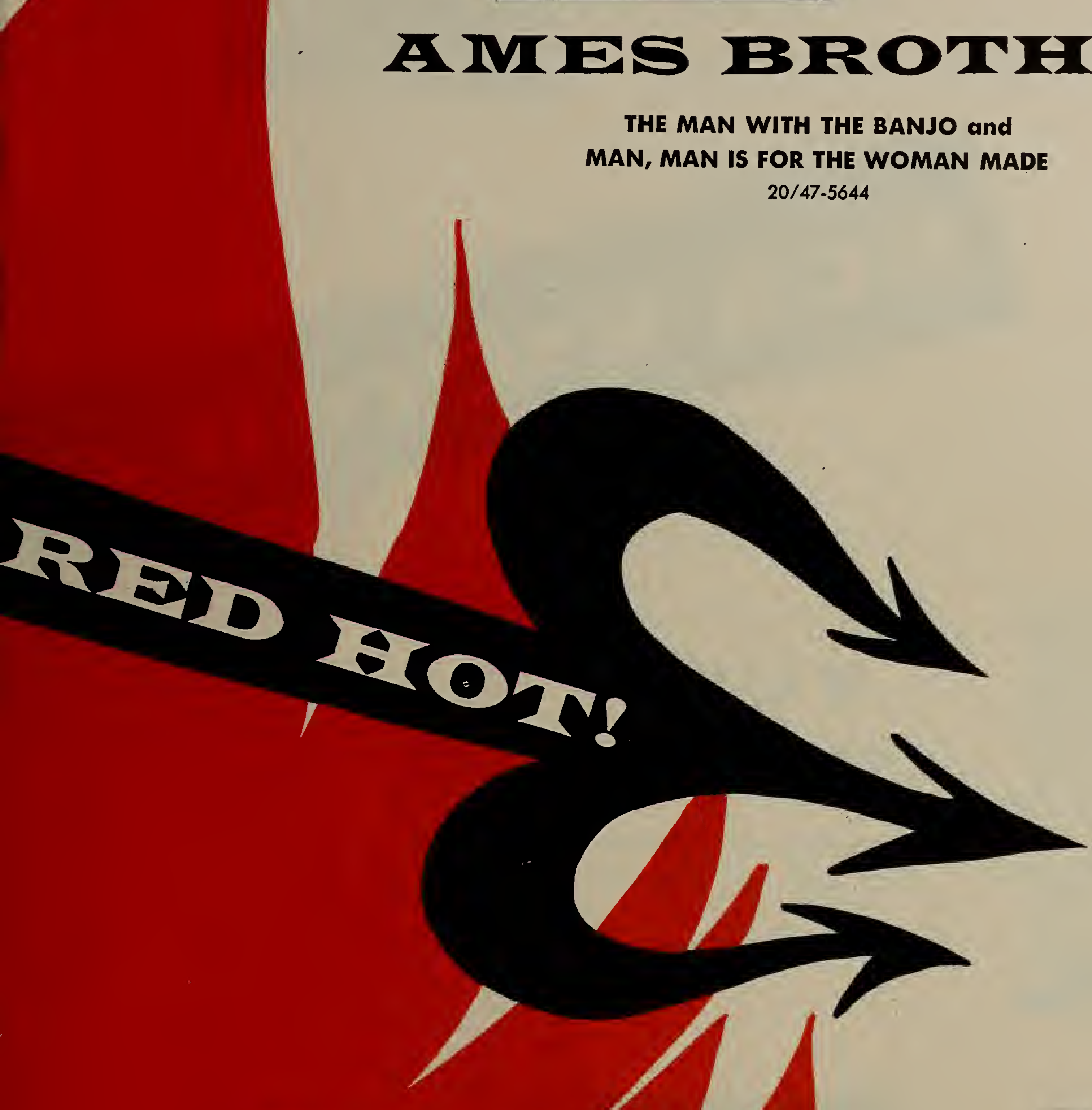
RCA VICTOR
FIRST IN RECORDED MUSIC

TMKS ®
HIS MASTER'S VOICE

Coin Ops: You'll have a hot time, too, in Suite 852, Palmer House.

AMES BROTHERS

THE MAN WITH THE BANJO and
MAN, MAN IS FOR THE WOMAN MADE
20/47-5644



PERRY COMO

WANTED and LOOK OUT THE WINDOW
20/47-5647

SUNNY GALE

DREAM, DREAM, DREAM
and DON'T CRY MAMA
20/47-5677

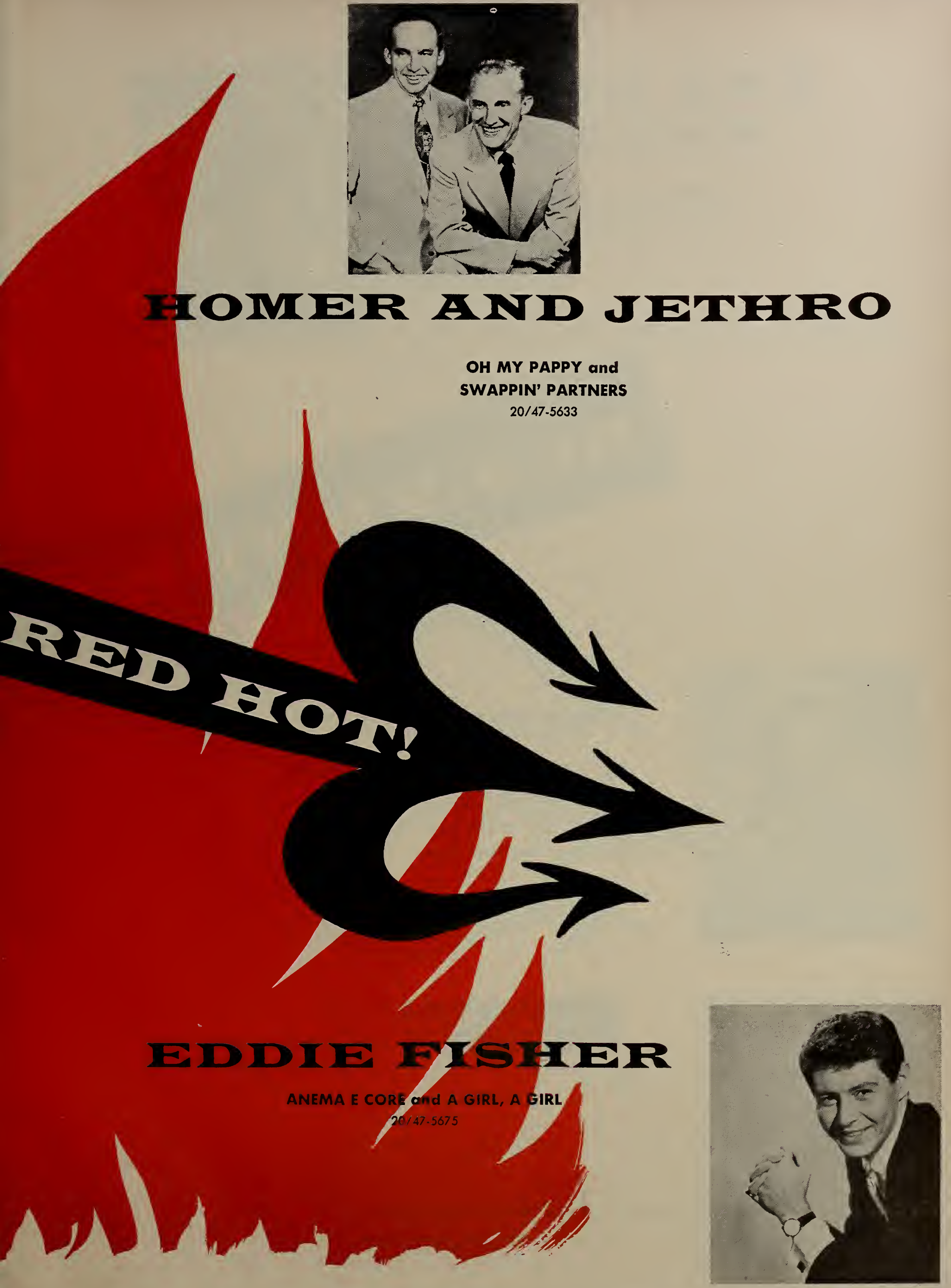
RCA VICTOR IS

JUNE VALLI

THE GYPSY WAS WRONG and
OLD SHOES AND A BAG OF RICE
20/47-5653

RCA VICTOR
FIRST IN RECORDED MUSIC

Coin Ops: You'll have a hot time, too, in Suite 852, Palmer House.



HOMER AND JETHRO

OH MY PAPPY and
SWAPPIN' PARTNERS
20/47-5633

EDDIE FISHER

ANEMA E CORE and A GIRL, A GIRL
20/47-5675

THE DAVIS SISTERS

GOTTA GIT A-GOIN' and
TAKIN' TIME OUT FOR TEARS
20/47-5607

RCA VICTOR IS

EDDY ARNOLD

MY EVERYTHING
and SECOND FLING
20/47-5634

RCA VICTOR
FIRST IN RECORDED MUSIC

TMKS.®
HIS MASTER'S VOICE

Coin Ops: You'll have a hot time, too, in Suite 852, Palmer House.

HUGO WINTERHALTER

LATIN LADY and HEIDELBERG
20/47-5655

RED HOT!

LOU MONTE

DARKTOWN STRUTTERS BALL
and I KNOW HOW YOU FEEL
20/47-5611

SOMEWHERE (THERE IS SOMEONE)

The Convention Hit!

Thanks! Thanks! Thanks!

from the

Music Operators of America

Thanks is such a small word when the executive officers and members of Music Operators of America want to extend their sincere appreciation for the unanimous help and cooperation that's been received from all segments of the automatic phonograph industry.

From the record companies, from the manufacturers of phonographs, from the needle companies, from the makers of parts, and from the wonderful artists of the recording companies, there has been one continuous round of pleasure and coordination.

A great amount of appreciation goes to those who displayed kiddie rides, photo machines, cigarette machines, and other types of vending machines.

Aristocrat, Evans, and Magnecord, Inc., who showed new music equipment, added a great lot to the convention, and we sincerely hope that every exhibitor who showed this year will return at the next convention and enjoy the meet as much as we have.

To the major manufacturing companies of automatic phonographs, we give our unlimited thanks for the many phonographs that were placed in the exhibit rooms, for the joint banquet by the Manufacturers Association and MOA, and for the financial assistance that assured the success of this convention.

The trade papers went all-out with MOA editions, and without the publicity received gratis from these great magazines, it would have been impossible to get the attendance of the operators and to bring in the many exhibitors that bought display rooms.

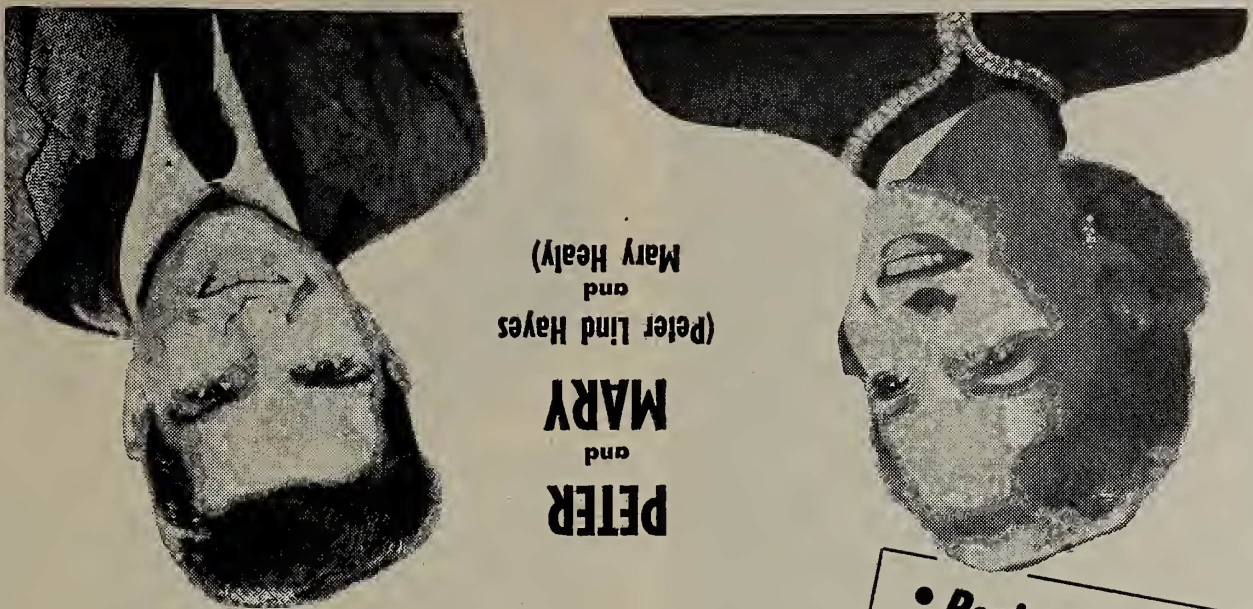
One of the great features of all of our conventions has been the world-famous floor show made possible by the outstanding artists of the recording companies, and the music operators of the nation want all of these fine people to know that the part that each and every one of them played was of great importance in making this the largest and greatest convention ever held by Music Operators of America.

The speakers from the trade papers, from the manufacturers associations, and the members of the Congress who took time to come to the convention and speak so that the music operators enjoyed constructive, educational meetings each morning, are to be highly complimented, and we sincerely hope that they enjoyed being with us as much as we enjoyed having them as our guests.

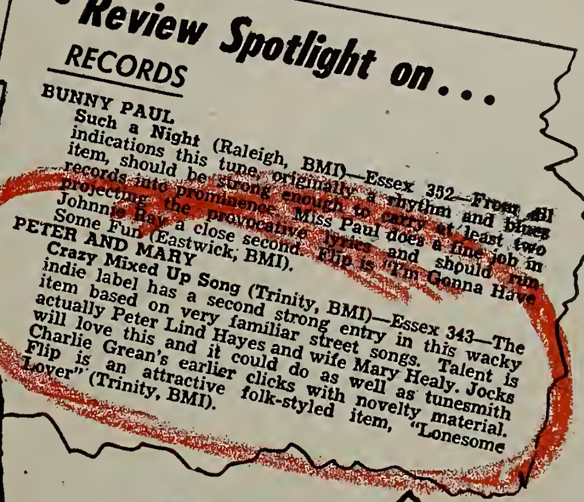
Yes, we said thanks is such a small word, but it does mean so very, very much in this instance, because there is no other word that could be used in its place. Music operators who attended this convention, we're sure, will remember it was the outstanding exhibit, greatest banquet and floor show, and the meetings were the most constructive of all time.

Music Operators of America, Inc.

128 East 14th Street
Oakland, California



PETER
and
MARY
(Peter Lind Hayes
and
Mary Healy)



• Review Spotlight on . . .

RECORDS

BUNNY PAUL

Such a Night (Raleigh, BMI)—Essex 352—From all indications this tune, originally a rhythm and blues item, should be strong enough to carry at least two records into prominence. Miss Paul does a fine job in projecting the provocative lyrics and should run Johnnie Ray a close second. Flip is "I'm Gonna Have Some Fun (Eastwick, BMI).

PETER AND MARY

Crazy Mixed Up Song (Trinity, BMI)—Essex 343—The indie label has a second strong entry in this wacky item based on very familiar street songs. Talent is actually Peter Lind Hayes and wife Mary Healy. Jocks will love this and it could do as well as tunesmith Charlie Grean's earlier clicks with novelty material. Flip is an attractive folk-styled item, "Lonesome Lover" (Trinity, BMI).

"Crazy Mixed-up Song"

with the
norman leyden
orchestra

and...

(What shall we do with a)
LONESOME LOVER

what label ???

Essex of course - the crazy mixed up label
release #E-353

THE TORCHY HARMONICA
OF
LEO DIAMOND
playing
"MY SIN"
Ambassador 1007 (45-1007)

AMBASSADOR RECORD COMPANY
1819 W. Pico Blvd. Los Angeles 6, Calif.

GREETINGS MOA
Top Selling Tico & Rama Records
"GEE"
THE CROWS
RR5
"EL BAION"
JOE LOCO
Tico 10-208
Introducing the New Joe Loco release
"WHY DON'T YOU DO RIGHT?"
b/w
"Kismet"
Tico 10-209
Coming up like a shot! The latest CROWS disk
"CALL THE DOCTOR"
Rama 10
TICO EL REY DEL MAMBO
RAMA
220 WEST 42nd STREET (WI 7-0652) NEW YORK, N. Y.

THE NATION'S

TOP TEN

PLUS THE NEXT 25

JUKE BOX TUNES

The Top Ten Tunes Netting Heaviest Play In The Nation's Juke Boxes, Compiled From Reports Submitted Weekly To *The Cash Box* By Leading Music Operators Throughout The Country.

THE CASH BOX

CODE

AB—Abbott
AL—Aladdin
AM—Ambassador
AP—Apollo
AT—Atlantic
BA—Barbour
BE—Bell
BR—Brunswick
BU—Bullet
CA—Capitol
CD—Cadence
CH—Chess
CK—Checker
CO—Columbia
CR—Coral
CY—Crystalette
DA—Dana
DE—Decca
DO—Dot
DU—Duke
DY—Derby
EP—Epic
ES—Essex
FE—Federal
FI—Fiesta
4 Star—Four Star
IM—Imperial
IN—Intro
JD—Jay Dee
JU—Jubilee
KI—King
LO—London
MA—Mars
MD—Mood
ME—Mercury
MG—MGM
MO—Modern
PA—Parrot
PC—Peacock Pro.
PE—Peacock
PR—Prestige
RA—Rainbow
RE—Regent
RH—Recorded In Hollywood
RM—Rama
SA—Savoy
SIT—Sittin' In
SP—Specialty
SW—Swingtime
TE—Tempo
TF—Tiffany
TI—Tico
TN—Tennessee
TR—Trend
UN—United
VA—Valley
VI—RCA Victor
ZO—Zodiac

Pos. Last Week

1 SECRET LOVE

DORIS DAY

2

CA-2678 (F-2678)—Ray Anthony
CO-40108 (4-40108)—Doris Day
DE-28876 (9-28876)—Gordon Jenkins
DE-29024 (9-29024)—Bing Crosby
JU-5137 (45-5137)—The Orioles
MG-11604 (K-11604)—Tommy Edwards
VI-20-5512 (47-5512)—Gogi Grant

2 STRANGER IN PARADISE

TONY BENNETT - FOUR ACES

1

CA-2652 (F-2652)—Gordon MacRae
CO-40121 (4-40121)—Tony Bennett
DE-28927 (9-28927)—Four Aces
FI-20-026—Humberto Morales
KI-1304 (45-1304)—Ink Spots
ME-70269 (70269x45)—Vic Damone
VI-20-5535 (47-5535)—Tony Martin
VI-20-5505 (47-5505)—Ralph Flanagan
VI-20-5551 (47-5551)—Al Romero

3 OH, MY PAPA

EDDIE FISHER

3

BE-1019 (45-1019)—J. Carroll & L. Clark
CA-2678 (F-2678)—Ray Anthony
CO-40134 (4-40134)—Harry James & Paul Weston
CO-40173 (4-40173)—Gene Klavan
CR-61111 (9-61111)—R. Wottawa & B. De Weille
DE-28964 (9-28964)—Russ Morgan
ES-336 (45-336)—Eddie Calvert
FI-20-026—Humberto Morales
LO-1403 (45-1403)—Reg Owen
LO-18181 (45-18181)—Lys Assia
ME-70283 (70283x45)—Frankie Rullo
VI-20-5552 (47-5552)—Eddie Fisher
VI-20-5568 (47-5568)—Tito Rodriguez
VI-20-5569 (47-5569)—Johnny Vandel

4 CHANGING PARTNERS

PATTI PAGE

4

BE-1017 (45-1017)—Helen Forrest
CA-2657 (F-2657)—Kay Starr
DE-28969 (9-28969)—Bing Crosby
JD-785 (45-785)—The Crickets
KI-1304 (45-1304)—Ink Spots
ME-70260 (70260x45)—Patti Page
VI-20-5515 (47-5515)—Dinah Shore
VI-20-5537 (47-5537)—Pee Wee King

5 FROM THE VINE CAME THE GRAPE

GAYLORDS - HILLTOPPERS

8

DO-15127 (45-15127)—Hilltoppers
ME-70296 (70296 x 45)—Gaylords

6 TILL THEN

THE HILLTOPPERS

6

DO-15132 (45-15132)—The Hilltoppers
VI-20-5612 (47-5612)—Fontane Sisters

7 THAT'S AMORE

DEAN MARTIN

5

CA-2589 (F-2589)—Dean Martin
CA-2731 (F-2731)—Mickey Katz
MG-11584 (K-11584)—Blue Barron

8 HEART OF MY HEART

FOUR ACES - CORNELL, DESMOND, DALE

7

CA-2520 (F-2520)—Jerry Shard
CO-40137 (4-40137)—Les Elgart
CR-61076 (9-61076)—Cornell, Desmond, Dale
DE-28927 (9-28927)—Four Aces
ME-70262 (70262x45)—Frankie Laine

9 TILL WE TWO ARE ONE

GEORGIE SHAW

10

CO-40184 (4-40184)—Ken Griffin
DE-28937 (9-28937)—Georgie Shaw
DE-29022 (9-29022)—Guy Lombardo
ME-70293 (70293 x 45)—Eddy Howard

10 DARKTOWN STRUTTERS BALL

LOU MONTE

—

CR-61135 (9-61135)—Lawrence Welk
DE-29032 (9-29032)—Russ Morgan
MG-11687 (K-11687)—Phil Brito
VI-20-5611 (47-5611)—Lou Monte

11) MAKE LOVE TO ME. 12) YOUNG AT HEART. 13) WOMAN. 14) SOMEBODY BAD STOLE DE WEDDING BELL. 15) THE JONES BOY. 16) I GET SO LONELY. 17) RAGS TO RICHES. 18) RICOCHET. 19) CROSS OVER THE BRIDGE. 20) LOVIN' SPREE. 21) MARIE. 22) OUR HEARTBREAKING WALTZ. 23) ANSWER ME, MY LOVE. 24) WANTED. 25) TWO PURPLE SHADOWS. 26) BELL BOTTOM BLUES. 27) THERE'LL BE NO TEARDROPS TONIGHT. 28) MAN, MAN IS FOR THE WOMAN MADE. 29) THE MAN WITH THE BANJO. 30) YOU ALONE. 31) MY RESTLESS LOVER. 32) HOLD ME. 33) CUDDLE ME. 34) Y'ALL COME. 35) GEE.

his greatest

JOHNNY MADDOX

America's Greatest Piano Stylist

"JOHNNY'S BOOGIE BLUES" & "JOSEPHINE"

DOT-15142

THANKS Music Operators of America for your wonderful support. Will be playing for you at the Banquet.

Johnny

ORDER FROM YOUR NEAREST DOT DISTRIBUTOR

ALLEN DIST. CO.
420 W. Broad St., Richmond, Va.
ARISTOCRAT DIST. CO.
750 E. 49th St., Chicago 15, Ill.
B. G. RECORD SERVICE
337 N. W. 6th St., Portland, Ore.
BENART DIST. CO.
327 Frankfort Ave., Cleveland, Ohio
BIG STATE DIST. CO.
137 Glass St., Dallas, Tex.
C. & C. DIST. CO.
3131 Western Ave., Seattle, Wash.
CHATTON DIST. CO.
1921 Grove St., Oakland, Calif.
COLLEGE MUSIC CO.
338 Massachusetts Ave., Boston, Mass.
COSNAT DIST. CORP.
315 W. 47th St., New York 19, N. Y.
COSNAT DIST. CO.
278 Halsey St., Newark, N. J.
COSNAT DIST. CORP.
1710-12 North St., Philadelphia, Pa.
DAVIS SALES CO.
1724 Arapahoe St., Denver, Colo.
GENERAL DIST. CO.
2329 Penn Ave., Baltimore, Md.
SOUTHERN MERCURY, INC.
1011 N. W. 5th St., Okla. City, Okla.
HIT RECORD DIST. CO.
1043 Central Ave., Cincinnati, Ohio
INDIANA STATE DIST. CO.
505 E. Washington St., Indianapolis, Ind.
M. B. KRUPP DIST. CO.
309 S. Santa Fe St., El Paso, Tex.
LIEBERMAN MUSIC CO.
257 Plymouth Ave. N., Mpls, Minn.
MALLORY DIST. CO.
630 Baronne St., New Orleans, La.
MALVERNE NEW ENGLAND DIST.
735 Conn. Blvd., East Hartford, Conn.
MANGOLD DIST. CO.
913 South Clarkson St., Charlotte, N. C.
JAMES H. MARTIN
2614 W. North Ave., Chicago, Ill.
MUSIC CITY RECORD DIST.
403 Lea Ave., Nashville, Tenn.
MUSIC SUPPLIERS OF N. E.
263-285 Huntington, Boston, Mass.
MUSIC SALES
1117 Union Ave., Memphis, Tenn.
MUSIC SERVICE CO.
204 4th St., S., Great Falls, Mont.
PAN AMERICAN DIST. CO.
90 W. Riverside Ave., Jacksonville, Fla.
PAN AMERICAN DIST. CO.
3731 Woodward Ave., Detroit, Mich.
PAN AMERICAN DIST. CO.
3401 N. W. 36th St., Miami, Fla.
RANDY'S
Gallatin, Tenn.
ROBERTS RECORD DIST. CO.
1518 Pine St., St. Louis, Mo.
LEONARD SMITH, INC.
406 N. Pearl St., Albany, N. Y.
SOUTHLAND DIST. CO.
441 Edgewood Ave., S. E., Atlanta, Ga.
STANDARD DIST. CO.
1705 Fifth Ave., Pittsburgh, Pa.
SOUTH COAST DIST. CO.
514 E. 11th St., Houston, Tex.
SUNLAND DIST. CO.
1310 S. New Hampshire, Los Angeles 5, Calif.

Dot RECORDS ● ● ● GALLATIN, TENNESSEE ● ● ● PHONE: 880-881

Bethlehem Records
present
A GREAT NEW RELEASE FEATURING...
Chris Conner
with
JIM BRIGHT
& His Orchestra
on two new Sy Oliver arrangements of
"GIMME, GIMME, GIMME, GIMME" (LA MISER'S SERENADE)
and
"BLUE SILHOUETTE"
BETHLEHEM 1291

- Record Promotion ELAINE BERGMAN 1650 Broadway, N.Y. Suite 407
- For Available Territories contact: MURRAY SINGER Nat'l Sales Mgr.
- GREETINGS AND BEST WISHES, M. O. A.

BETHLEHEM RECORDS
1650 Broadway, New York, N. Y. (JU 6-7133)

THE CASH BOX
PLATTER
SPINNER
PATTER

ALL ABOUT DISK JOCKEYS

THE TEN RECORDS DISK JOCKEYS PLAYED MOST THIS WEEK

PLUS THE NEXT FIVE

A SUMMARY OF REPORTS RECEIVED FROM THE NATION'S DISK JOCKEYS

1.	SECRET LOVE	Doris Day (Columbia)
2.	STRANGER IN PARADISE	Tony Bennett (Columbia) Four Aces (Decca)
3.	YOUNG AT HEART	Frank Sinatra (Capitol)
4.	OH, MY PAPA	Eddie Fisher (RCA Victor)
5.	MAKE LOVE TO ME	Jo Stafford (Columbia)
6.	DARKTOWN STRUTTERS BALL	Lou Monte (RCA Victor)
7.	FROM THE VINE CAME THE GRAPE	Gaylords (Mercury) Hilltoppers (Dot)
8.	THAT'S AMORE	Dean Martin (Capitol)
9.	I GET SO LONELY	Four Knights (Capitol)
10.	CROSS OVER THE BRIDGE	Patti Page (Mercury)

11) WANTED. 12) ANSWER ME, MY LOVE. 13) CHANGING PARTNERS. 14) TILL WE TWO ARE ONE. 15) TILL THEN.

Tommy Edwards vacationing in New York this week. **Lee Sullivan** takes over the WERE-Cleveland, O. mike while T.E.'s gone. Tommy set up headquarters in the offices of **Edwin H. Morris** of the Brill Building. Tommy will stay at the Hotel Taft while in the big city. . . . In addition to New Jersey **Governor Robert B. Meyner** and Atlantic City **Mayor Joseph Altman, Blossom Seeley** and **Benny Fields** were scheded to have loads of stars at the Tuesday, March 2nd show over WMGM including **Paul Whiteman, Vic Damone, Guy Lombardo**, Kitty Kallen, **Joe Howard, Belle Baker**, and others. Some 5,000 celebrants gathered in Convention Hall that evening to help celebrate the opening of Atlantic City's centennial birthday festivities.

* * * * *

TED STEELE
(WMCA-New York)

Pic of the week—Ted Steele, one of the busiest guys in TV, spins disks daily at WMCA, where he's been for a decade. Ted has 12½ hours of video time each week presenting ballads, dixieland, novelties, etc. . . . Charlie "Chaz" Harris, staff announcer and deejay at WJHP-Jacksonville, Fla. conducting the first TV-disk jockey program in Jacksonville. Called "Club 36", it is aired each afternoon and features participation by High School and College students in the area. . . . Lovely **Pat Rhodes** premieres over WABC on Friday March 5. If you've never seen dynamic Pat work, you're in for a treat. . . . **Murray A. Kaufman**, WMCA-New York deejay on Monday through Saturday from 11:05 to Midnight, plays about 75 records each week and gets about 1000 cards and letters from his audience rating the records. . . . The staff at WKBR-Manchester, N.H. feel they may have set a record for broadcast remotes. Deejays **Donn Tibbetts, Norm Bailey, Ken Garland** and **Jerry White** with producer **Hank Levinson** broadcast from 15 different locations, 15 quarter hour remotes within 7 hours, as the KBR Cavalcade of Cars moved around on George Washington's birthday. . . . Cooperation from several sources spelled success recently at WPOR-Portland, Maine, where DJ **Howie Leonard** held a **Glenn Miller** contest the week prior to the opening of the Miller movie. Contest ran twice daily with listener determining which of two records played was by the original Miller band. Winners received an LP sound track album from the local Decca distributor. Contest mail was heavy and theatre business phenomenal.

* * * * *

Jerry Kay back in New Orleans, La. Jerry at WTIX with two shows. The "Jerry Kay Show" will be heard 6 to 7:30 a.m. and 6 to 7 each evening. . . . Jack Wagner (KHJ-Don Lee, Hollywood) taped an interview with **Lorry Raine** right on the scene of her latest recording session, between takes. Recent guests with Jack included MGM producer **Joe Pasternak, Vicki Young** and **Dave Cavanaugh** of Capitol and **Sarah Vaughan** of Mercury. . . . **DJ Peter Cole** of WEAT-Palm Beach, Fla., did an original script of his, called "Treasure Ship" with records providing the musical background. Resulting mail and telephone calls made Cole very happy. Local Decca distrib, who heard the show, is going to submit the script to his company for the attention of **Gordon Jenkins**. . . . Manager **Bob Badger** (WEDO-Pittsburgh, Pa.) is setting up a new and increased time for **Sid Dickler's** daily show. . . . Standard Phono's new release of "Tango of Love" by **Henri Rene**, "Mirage" by **Freddy Mendelsohn** and "Tick Tock Serenade" and "Tap The Barrel Dry" by Henri Rene, getting one of the biggest deejay and op promotion possible. Over 1000 stations received copies of the records with return cards asking for comments. Early returns have all been highly laudatory.

Keep your eye on BMI

This past year, for the fourth consecutive year, BMI-licensed song hits were voted NUMBER ONE in *all* categories by the juke box operators of America, as determined by the Annual Cash Box Poll.

Similarly, BMI-licensed tunes have maintained top positions in all of the music trade popularity charts – the Billboard charts, the Hit Parade, the Variety Scoreboards, Downbeat polls and the everyday best-seller lists.

The hundreds of top-ranking songwriters and music publishers affiliated with BMI are setting an enviable pace by creating music most in public demand.

New recordings of BMI-licensed songs of every type – popular, country and western, folk and rhythm and blues – are being released daily by every record manufacturer. And it is these releases that are being played and heard wherever there is music.

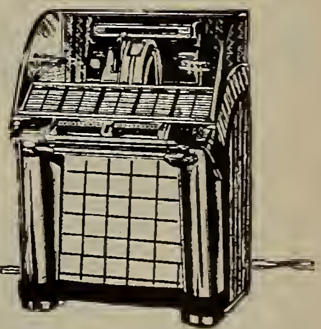


EXHIBIT A
MOA CONVENTION–1954
BMI

At the MOA Convention, visit "Exhibit A," headquarters for BMI writers and publishers.

BROADCAST MUSIC, INC. • 580 FIFTH AVE., NEW YORK 36, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

RECORD REVIEWS

- **A** DISK & SLEEPER
- **B+** EXCELLENT
- **B** VERY GOOD
- **C+** GOOD
- **C** FAIR
- **D** MEDIOCRE

NORMAN BROOKS
(Zodiac 107; 45-107)

B+ "3-D SWEETIE" (1:52) [Korwin ASCAP—Stillman, Allen] The Ray Charles Singers join "Mr. Jolson," Norman Brooks, on a lively novelty about this "3-D" era. Real colorful cornball item. Should get plenty of spins.

C+ "CANDY MOON" (1:45) [Erwin-Howard ASCAP—Howard, Erwin] Another bouncer delivered in the Jolsonesque style makes good listening. Chorus again supports.

LUIGI MARTINI
(Jaguar 3001; 45-3001)

B "BASIN STREET BLUES" (2:45) [Mayfair ASCAP—Williams] Against a terrific setting by Jimmy Dale's Bay City Five, Luigi Martini gives out with a cute Italian flavored version of a great oldie. Wild Dixie backing moves.

C+ "PLEASE DON'T TALK ABOUT ME WHEN I'M GONE" (2:33) [Remick ASCAP—Claire, Step] The chanter does another fine job on this his first platter. Lively deck. His voice is a cross between Armstrong and Pastor.

SARAH VAUGHAN
(Mercury 70331)

C+ "COME ALONG WITH ME" [Peer Inter'l BMI—] The great Sarah Vaughan shuffles through a pretty love tune in her unique style and voice. Good material that shows the thrush in top form.

C+ "IT'S EASY TO REMEMBER" [Famous ASCAP—] A pretty tune that's been around for a while, gets a first class styling by the ace thrush. Polished vocal with loads of style.

DANNY DAVIS
(Hickory 1005; 45-1005)

C+ "SECOND HAND DREAMS FOR SALE" (2:25) [Milene ASCAP—Rose, Heath] A sentimental and tearful item is delivered with sadness by Danny Davis as the Larry Elgart ork supports. Bluesy feeling supplied by Elgart's alto sax.

B "CAN'T YOU FEEL IT IN YOUR HEART" (2:40) [Acuff-Rose BMI—Davis, Wiener, Crane] The warm voiced crooner comes through with another tender love song. Wonderful tune with a broken-hearted feeling.

FOUR FRESHMEN
(Capitol 2745; F-2745)

C+ "SEEMS LIKE OLD TIMES" (2:40) [Feist ASCAP—Lombardo, Loeb] The Four Freshmen have another hit contender in their exciting arrangement of this favorite oldie. Bob Flanagan is featured on the trombone.

C+ "CRAZY BONES" (2:00) [Moonlight BMI—Barbour, Flanagan] This bones spiritual, which has always been a hit with music fans, is well fashioned by the quartet. Terrific arrangement.

THE CASH BOX
DISK OF THE WEEK

"THE KID'S LAST FIGHT" (3:20)
[Hawthorne ASCAP—Merrill]

"LONG DISTANCE LOVE" (2:32)
[E. H. Morris ASCAP—Hilliard, Mann]

FRANKIE LAINE
(Columbia 40178; 4-40178)

FRANKIE LAINE

● Frankie Laine gets hold of an unusual novelty that should keep him on the hit parade for quite a while. It's a clever bit of cornball material dubbed "The Kid's Last Fight." On this happy Bob Merrill ditty, Frankie gets the able assistance of Carl Fischer at the piano and the voices of Norman Luboff. The platter is full of life and the chorus is real catchy. A top grade showing by "Mr. Rhythm." "Long Distance Love" is the rhythm bouncer on the lower end. Frankie and the group hand in another top quality showing on this item. Paul Weston and the ork support here. The upper portion should be big.

BILL HALEY AND HIS COMETS
(Essex 348; 45-348)

B+ "CHATTANOOGA CHOO-CHOO" [Feist ASCAP—Gordon, Warren] Bill Haley and his Comets dish up a solid arrangement of this old Glenn Miller hit classic. Good timing for the release of this platter. Could easily hit.

C+ "STRAIGHT JACKET" [Eastwick BMI—Haley] A jump number, tailor made for dancing, features Haley and the Comets repeating the title throughout the arrangement.

PEE WEE HUNT
(Capitol 2750; F-2750)

C+ "COW BELL STRUT" (2:15) [Maxted BMI—Maxted] The Pee Wee Hunt combo rides through a lively instrumental treatment of a cute ditty with cow bells and all. Light listening on the ok side.

C+ "THREE'S A CROWD" (2:17) [Witmark ASCAP—Dubin, Kahal, Warren] Another light bouncer, much like the Hunt hit "Oh," is pleasantly worked over by the boys. Cute ditty designed for happy listening.

MONTY KELLY ORCH.
(Essex 351; 45-351)

B+ "CUBAMBA" [Eastwick BMI—Wayne] An exciting Bernie Wayne tune gets a thrilling arrangement and orking from Monty Kelly and his men. Beautiful stuff teaming the same artists that appeared on "Tropicana."

B "CROSS WINDS" [Meadows ASCAP—Martini, Tepper] A lush and beautiful tropical atmosphere is cast by the Kelly crew on this soft and romantic string instrumental. Male vocal featured at end.

SUNNY GALE
(RCA Victor 20-5677; 47-5677)

B "DON'T CRY MAMA" (2:25) [Sheldon BMI—White] With a male quartet in the backdrop, Sunny Gale rhythms through a good shuffle item. Cute ditty with a solid styling by the thrush.

B "DREAM, DREAM, DREAM" (3:04) [Leo Feist ASCAP—McHugh, Parish] The artist takes hold of a romantic oldie and treats it to a reading that could revive it and make it a hit all over again. Wonderful orking by Joe Reisman.

THE CASH BOX
BEST BETS

In the opinion of The Cash Box music staff, records listed below, in addition to the "Disk" and "Sleeper" Of The Week, are those most likely to achieve popularity.

★ "I WENT OUT OF MY WAY"	Bob Stewart	MGM 11699; K-11699
★ "3-D SWEETIE"	Norman Brooks	Zodiac 107; 45-107
★ "ROO ROO ROO KANGAROO"	Ralph Flanagan	RCA Victor 20-5676
★ "ROO ROO ROO KANGAROO"	Larry Elgart	Columbia 40202; 4-40202

FRANKIE DAY
(Stylecraft 5050; 45-5050)

C+ "IN LOVE AGAIN" [Weiss & Barry BMI—Leshay, Barnett] Assisted by the Jimmy Etta ork, Frankie Day eases through a pleasing romantic item. Pretty tune well rendered.

C+ "ENCHANTMENT" [Weiss & Barry BMI—Leshay, Barnett] More romantic music is crooned by the interesting voice of the artist. Good dance material.

RALPH FLANAGAN ORCH.
(RCA Victor 20-5676; 47-5676)

B+ "ROO ROO ROO KANGAROO" (2:43) [Milber BMI—McClellan, Roma] The new "Kangaroo Dance," that's catching on, gets a solid instrumental styling by the Ralph Flanagan ork. Great beat arrangement.

C "ANGELA MIA" (2:43) [Crawford ASCAP—Pollack, Rapee] Buddy Victor and the Singing Winds team up with the Flanagan ork on an Italian flavored ballad. Pretty tune.

LES ELGART ORCH.
(Columbia 40202; 4-40202)

B+ "ROO ROO ROO KANGAROO" [Milber BMI—McClellan, Roma] The new Les Elgart band, slated for a big build-up from Columbia, issues its first hit contender in this solid jump instrumental. Great arrangement of a tune that could catch the country by storm.

B "FLAT FOOT FLOOGIE" (2:19) The boys send up another sensational instrumental styling—this one is a popular oldie delivered to a slow beat. Boys in the band vocal in backdrop.

BOB STEWART
(MGM 11699; K-11699)

B+ "I WENT OUT OF MY WAY" (3:04) [Broadcast BMI—Bliss] This lovely romantic ballad could be the launching point of a big career for Bob Stewart. It's a beautiful job that'll catch loads of coin. Could hit big.

B "THE STEPS OF SAINT MARIE" (2:50) [Lowell BMI—Kreigsmann, Barron] On this end the songster tenderly treats a love tune with a church setting. Real good juke box material.

HENRI RENE AND FREDDY MENDELSOHN
(Standard 183; 45-183)

B "TANGO OF LOVE" [Colonial BMI—T. D., Costello] Henri Rene guides the ork through a lush and inviting tango number with a light and appealing melody. Terrific sound. Could make noise.

C+ "MIRAGE" [Colonial BMI—Wise, Leeds, Demey] Freddy Mendelsohn takes the reins on this end and delivers a pretty rhumba piece. Lovely arrangement makes good dance music.

Looking for the
Big Money Record
of '54?

UNITED STATES OF AMERICA
E PLURIBUS UNUM
ONE CENT

* *This looks like it!*

PERRY COMO'S

WANTED

Backed with
LOOK OUT THE WINDOW
(RCA VICTOR 20-5647)

Operators —
Many Thanks
for all those
spins on
You Alone,
Pa-Paya Mama
and No Other Love.
Sincerely,
Perry Como

RCA VICTOR

Direction
GAC GENERAL ARTISTS CORPORATION
NEW YORK • CHICAGO
BEVERLY HILLS • CINCINNATI • DALLAS • LONDON

RECORD REVIEWS

- A DISK & SLEEPER
- B+ EXCELLENT
- B VERY GOOD
- C+ GOOD
- C FAIR
- D MEDIOCRE

JOHNNY RYAN
(Coral 61131; 9-61131)

B+ WAITING FOR YOU" (2:19) [Weiss & Barry BMI—Haymes] The appealing tenor voice of Johnny Ryan is clear and polished on this pretty waltz item which he presents with heart. Fine job from start to finish.

C+ "TALKIN' TO A SPARROW" (2:49) [Regent BMI—Andersen] Dick Jacobs and the boys again assist on this pretty tune with a refreshing Spring feeling. Artist has a fine style.

MULCAYS
(Cardinal 1014; 45-1014)

B+ "IT'S BEEN A LONG, LONG TIME" (2:01) [E. H. Morris ASCAP—Cahn, Styne] The Mulcays, who revived "My Happiness" for a juke box hit, send up another sensational electric harmonica fashioning of an oldie. Looks like another clicker.

B "ALABAMY BOUND" (1:41) [Shapiro, Bernstein ASCAP—DeSylva, Green, Henderson] The talented pair impersonates the sound of a train on a fast moving version of this lively standard. Terrific arrangement.

MANTOVANI
(London 1333; 45-1333)

B "AVE MARIA" (2:51) [Unpublished ASCAP—Schubert] The popular "Ave Maria" gets the lush treatment of the Mantovani strings. Real beautiful job that should enjoy a good counter sale. Not designed for the boxes.

C "LARGO" (3:22) [Unpublished ASCAP—Handel] Another heavy but melodious number is wonderfully fashioned by the master of beautiful music. Number has an air of church music.

ACQUAVIVA MUSIC
(Decca 29049; 9-29049)

B "AM I IN LOVE" (3:14) [Miller ASCAP—Acquaviva]Tony Acquaviva and his ork send up a full string arrangement of a lovely melody. Good coverage of a tune that could break big.

C+ "NEW YORK IN A NUTSHELL" (3:10) [Robbins ASCAP—Acquaviva, Varnick] A hustle-bustle type number, describing the busy atmosphere about New York, is presented by the ork. Nothing exceptional. Similar arrangements have been recorded in the past.

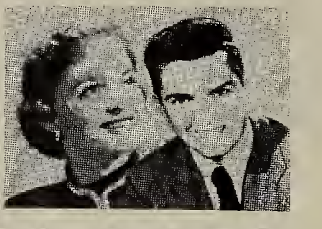
TOMMY & JIMMY DORSEY
(Bell 1029; 45-1029)

B "MY FRIEND THE GHOST" (2:55) [Embassy BMI—Colby, Huddleston] Tommy and Jimmy Dorsey send across an amusing spooky arrangement of a ghost novelty. Gordon Polk does the vocal. Real catchy stuff that could make it.

C+ "MAKE LOVE TO ME" (2:37) [Melrose ASCAP—Norvas, Copeland] A current hit that's bidding for the number one spot gets the fine styling of the "Fabulous Dorseys." Good rhythm material with Polk again crooning.

THE CASH BOX SLEEPER OF THE WEEK

"CRAZY MIXED UP SONG"
[Trinity BMI—Grean, Javits]
"LONESOME LOVER"
[Trinity BMI—Grean, Javits]
PETER LIND HAYES & MARY HEALY
(Essex 353; 45-353)



PETER LIND HAYES & MARY HEALY

● One of the best novelty disks we've heard in a long, long time is this catchy ditty labelled "Crazy Mixed Up Song" by Peter Lind Hayes and his wife Mary Healy. The crazy lyrics combined with the familiar "Be Kind To Your Web Footed Friends" melody makes this deck 2½ minutes of amusing listening. It's a number that could take the country by storm. "Lonesome Lover" is a folksy bouncer with Pete, Mary and a chorus. Cute handclapper. Top portion should be a quick catcher.

"LITTLE THINGS MEAN A LOT" (2:57)
[Robbins ASCAP—Stutz, Lindeman]
"I DON'T THINK YOU LOVE ME ANYMORE" (2:20)
[Bregman, Vocco & Conn ASCAP—Conn, Gallop]
KITTY KALLEN
(Decca 29037; 9-29037)

KITTY KALLEN

● If Kitty Kallen's new disk gets a sufficient share of air play at the start, the thrush will be headed right up to the number one spot with her rendition of "Little Things Mean A Lot." The disk is by far the most beautiful number we've heard in months. The song is loaded with meaning and the lyrics and melody are the greatest. The thrush sounds great. "I Don't Think You Love Me Anymore" is another warm showing by Kitty. Watch the top half. Could reach the top spot.

"HAVE A HEART" (2:20)
[Arcot ASCAP—O'Malley, Douglass]
"WHEN YOU'RE IN LOVE" (3:08)
[Cadence ASCAP—Elton]
JULIUS LA ROSA
(Cadence 1237; 45-1237)

JULIUS LA ROSA

● Julius La Rosa gets a piece of top drawer romantic material to work with and treats it to his appealing style. It's a very pretty love song titled "When You're In Love." Archie Bleyer supplies a beautiful string backing that showcases the crooner's voice to best advantage. "Have A Heart" is a light bouncey item that Julie renders with the aid of chorus and echo gimmick. Looks like a sure-fire hit. Both ends could break into the hit brackets.

"THIS IS YOU" (3:03) [Milton Kellem ASCAP—Silver, Kellem]
"ALL" (2:57)
[Sherwin ASCAP—Mellin, Schwartz]
CHARLIE APPLEWHITE
(Decca 29055; 9-29055)

CHARLEY APPLEWHITE

● As his fan clubs continue to grow by leaps and bounds, on the basis of his performances on Milton Berle's TV show, Charlie Applewhite is just about ripe for a big record hit. And he has perfect material to do it with in this lovely ballad "This Is You." It's a great tune with a strong, heart-felt delivery. Jack Pleis assists with a terrific orking. "All" is another big voiced romantic reading. We go for the top segment in a big way. Look for it to hit.

THE SQUIRES
(Flair 1030; 45-1030)

C "MIA BELLA DONNA" (2:31) [Mills ASCAP—Wright] An Italian flavored item is set to a Latin tempo by the pleasing harmony of the Squires. A pretty tune that comes over well.

C+ "SAYONARA" (2:22) [Mills ASCAP—Oliver, Saget] The crew glides over a tender ballad that could click with a push. Very pretty tune with an ultra soft arrangement.

RICHARD HAYMAN
(Mercury 70333)

B "HUCKLEBERRY FINN" (2:08) [Winneton BMI — Sharra, DiBuono, Hilton] A peppy novelty instrumental is offered by the Richard Hayman ork with the leader handling in a top notch job on the harmonica. Light and bouncey stuff.

C+ "SOMERSAULT" (3:03) [Cool BMI—Offenbach] Another catchy and colorful lilter features the harmonica virtuoso in the lead. Number varies in tempos and has a classical feeling.

BETTE McLAURIN
(Coral 61129; 9-61129)

C+ "IT'S JUST ABOUT THAT TIME AGAIN" (3:07) [Irving Ceasar ASCAP — Kleve] The fascinating voice of Bette McLaurin comes over well as she treats a lovely ballad to a tender reading. Sentimental voice and chorus blend well.

C+ "IF YOU BELIEVE IN ME" (3:01) DeSylva, Brown and Henderson ASCAP—Baer, Gilbert] The chirp gets another top grade backing from Dick Jacobs as she delivers a feelingful ballad.

MARIO LANZA
(RCA Victor 27-4213; 49-4213)

B "GRANADA" (3:04) [Southern ASCAP—Lara] A lovely and exciting Spanish standard that was recently revived as a pop success, gets a strong belted delivery from the powerful voice of Mario Lanza.

C "LOLITA" (3:01) [Ricordi ASCAP—Buzzi, Peccia] On this end the talented tenor leans into another interesting piece. Good music but too much on the classical side to become a pop click.

NORO MORALES
(RCA Victor 20-5674; 47-5674)

C+ "ME AND MY SHADOW" (2:45) [Bourne ASCAP—Rose, Jolson, Dreyer] Noro Morales dishes up some rhythmic mambo music as he fashions a great oldie. The choppy and interesting vocal by the Nite-Caps helps sell this item.

C+ "SANTA" (2:55) [Southern ASCAP—Lara] More mambo material is given the stylish soft treatment by the boys. Trombone solo in the backdrop adds an unusual quality to this mambo.

New-New-New...

And Coming Up Sensationally!

NU,
NU,
NU
Eureka Record
#6752
BEVERLY
PATTI
SHIRLEY

By the Beautiful **Taylor Maids**

NU, NU, NU backed with **BANDANA** An Irresistible Latin/Jive Number

ERSKINE JOHNSON SAYS—*February 18, 1954*
NOW THAT the Andrews Sisters have broken up, a new trio, the Taylor Maids, are zooming to stardom via their "NU, NU, NU" record. The girls were discovered by Zazu Pitts and given their first big TV break by Bob Hope.

BILLBOARD SAYS—*February 13, 1954*
THE TAYLOR MAIDS...NU, NU, NU...74—EUREKA 6752
The Taylor Maids, new group on a new West Coast label, turn in a bright performance here on a happy hunk of novelty. The girls are good, the tune and arrangement are cute.

CASH BOX SAYS—*February 13, 1954*
"BEST BETS"—
NU, NU, NU...The Taylor Maids — Eureka 6752; 45-6752

Not Posed By Professional Models
THESE ARE THE TAYLOR MAIDS
(And they sing as good as they look!)

EUREKA RECORDS

6223 Selma Avenue — Hollywood 28, California

ORDER EUREKA RECORDS FROM YOUR NEAREST DISTRIBUTOR

CALIFORNIA
  Los Angeles
    Sunlond Music Co., 1310 S. New Hampshire
  San Francisco
    United Music Co., 440 Sixth Street
COLORADO, Denver
    Davis Soles Co., 1724 Arapahoe Street
CONNECTICUT, East Hartford
    Malverne New England Dist., 735 Conn. Blvd.
FLORIDA, Miami
    Pan American Dist. Co., 3401 W. 36th St.
GEORGIA, Atlanta
    Southlond Dist. Co., 441 S. E. Edgewood
ILLINOIS, Chicago
    James H. Martin, 1343 S. Michigan Avenue
KANSAS, Wichita
    Campbell-Carl Co., 210 S. Emporia Ave.
LOUISIANA, New Orleans
    A-1 Record Co., 640 Baronne Street
MARYLAND, Baltimore
    General Dist. Co., 2329 Pennsylvonia Ave.
MASSACHUSETTS, Bostan
    ABC Dist. Co., 259 Huntington Avenue
MICHIGAN, Detrait
    Cadet Dist. Co., 3766 Woodward Avenue
    Pan American Dist. Co., 3731 Woodward
MINNESOTA, Minneapolis
    Lieberman Music Co., 257 N. Plymouth
MISSOURI, St. Louis
    Recardit Dist. Co., 1913 Washington Ave.
    Roberts Record Dist., 151B Pine Street
MONTANA, South Great Falls
    Music Service Ca., 204—4th Street
NEW YORK, Albany
    Leonard K. Smith, Inc., 406 N. Pearl St.
  New York City
    Cosnot Dist. Corp., 315 W. 47th Street
NORTH CAROLINA, Chorlatte
    F & F Enterprises, 1229 W. Morehead St.
OHIO, Cincinnati
    A & I Dist. Co., 521 W. 6th Street
  Cleveland
    Ohio Record Dist., 1737 Chester Street
OKLAHOMA, Oklahoma City
    Oklahoma Record Supply Co., 637 N.W. 2nd
OREGON, Partland
    B & G Dist. Co., 337 N. W. 6th Avenue
PENNSYLVANIA, Pittsburgh
    Jack M. Yaung, 1206 Forbes Street
TENNESSEE, Memphis
    Music Sales Co., 1117 Union Avenue
  Nashville
    Tennessee Music Co., 415 Main Street
TEXAS, Dallas
    Big State Dist., 137 Glass Street
  El Paso
    M. B. Krupp Dist. Co., 309 S. Santa Fe
  Hauston
    United Record Dist., 1902 Leeland Ave.
VIRGINIA, Richmond
    Allen Dist. Ca., 420 W. Broad Street

EUREKA RECORD EXPLOITATION

HOLLYWOOD
JERRY JOHNSON
6223 Selma Avenue • Hollywood 28, Calif.

CHICAGO
DICK LA PALM
203 North Wabash • Chicago 1, Illinois

NEW YORK
MILTON KARLE
440 East 56th Street • New York 22, N. Y.

YOU CAN OBTAIN YOUR FREE COPY OF

THE CASH BOX

(MARCH 13th ISSUE)

"MOA SPECIAL"

(MUSIC OPERATORS OF AMERICA CONVENTION ISSUE)

SUNDAY AFTERNOON, MARCH 7

IN THE CASH BOX' SUITE AT THE PALMER HOUSE

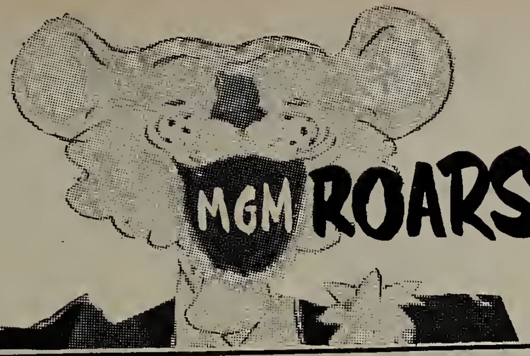
AND ALL DURING THE CONVENTION, MON., TUES., WED., MARCH 8, 9, AND 10, IN THE CASH BOX' DISPLAY

ROOM 816

THE FOLLOWING MEMBERS OF THE CASH BOX' STAFF WILL BE ON HAND TO GREET YOU BEGINNING SUNDAY MARCH 7

BILL GERSH, Publisher, Chicago
BOB AUSTIN, General Mgr., Music Dept., New York
SID PARNES, Editor-In-Chief, New York
CHARLES LAMB, Mgr., Nashville
KARYL LONG, Music Dept., Chicago
AL SCHLESINGER, Columnist "As I See It"

FOR ANY FURTHER INFORMATION PHONE THE CASH BOX CHICAGO OFFICES:
32 WEST RANDOLPH ST., CHICAGO 1, ILLINOIS
ALL PHONES: DEARBORN 2-0045



MGM ROARS IN LIKE A LION!

AM I IN LOVE | MAYBE NEXT TIME

JONI JAMES

MGM 11696 78 rpm • K 11696 45 rpm

BILLY ECKSTINE

LOST IN LOVELINESS | DON'T GET AROUND MUCH ANYMORE

MGM 11694 78 rpm • K 11694 45 rpm

ROBERT MAXWELL

SOLFEGGIO

and THE DOLL DANCE

MGM 11671 78 rpm • K 11671 45 rpm

ALAN DEAN
Sings

POSITIVELY A HIT!

POSITIVELY NO DANCING

b/w HOLD ME CLOSE

MGM 11683 78 rpm
K 11683 45 rpm

SHIRLEY HARMER

IF YOU LOVE ME

and WON'TCHA' LOVE ME

MGM 11667 78 rpm • K 11667 45 rpm

LEW DOUGLAS
and his orchestra
play

TURN AROUND BOY

b/w
CAESAR'S BOOGIE

MGM 11594 78 rpm • K 11594 45 rpm

TOMMY EDWARDS

WALL OF ICE

and
THERE WAS A TIME

MGM 11668 78 rpm
K 11668 45 rpm

PAT O'DAY
TELL ME | UNTIL YOU CAME TO ME
MGM 11686 78 rpm • K 11686 45 rpm

DAVID ROSE
and his Orchestra
I LIVE FOR YOU | MIGRAINE MELODY
MGM 30839 78 rpm • K 30839 45 rpm

HANK WILLIAMS
THERE'LL BE NO TEAR-DROPS TONIGHT | MIND YOUR OWN BUSINESS
MGM 10461 78 rpm • K 10461 45 rpm

VICKI BENET
YOU'VE NEVER BEEN IN LOVE | SHIPWRECKED
MGM 11693 78 rpm • K 11693 45 rpm

GEORGE SHEARING
A SINNER KISSED AN ANGEL | MOOD FOR MILT
MGM 11677 78 rpm • K 11677 45 rpm

ART MOONEY
and his Orchestra
WAY PAESANO | SI PETITE
MGM 11690 78 rpm • K 11690 45 rpm

GINNY GIBSON
BATON ROUGE | DON'T STOP KISSING ME GOODNIGHT
MGM 11672 78 rpm • K 11672 45 rpm

BETTY MADIGAN
MY HEART IS DANCING WITH YOU | CALL ME DARLING
MGM 11670 78 rpm • K 11670 45 rpm

JIMMY LEYDEN'S SERENADERS
DISILLUSIONED | YOUR FIRST DAY IN HEAVEN
MGM 11692 78 rpm • K 11692 45 rpm

TOMMY MARA
WITHOUT A WORD OF WARNING | MORE THAN EVER
MGM 11684 78 rpm • K 11684 45 rpm

thanks Ops
—Leo

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT

MAKE FRIENDS WITH RECORDS

Great New Feature!

With This Issue, "The Cash Box" Introduces It's New Feature Designed To Show What's Selling In The Top Retail Locations Throughout The Country.

This Feature Differs From All Others In That It Takes The Top Retail Stores, Names Them, And Tells What They Actually List As Their Best Sellers.

To The Right Are Our First Reports. Below Is A Compilation Of The Top 5 Best Selling Pop Albums.

Top 5 Best Selling Pop Albums

1.	MUSIC FOR LOVERS ONLY	Jackie Gleason (Capitol H 352)
2.	THE GLENN MILLER STORY	Sound Track (Decca DL 5519)
3.	SELECTIONS FROM THE GLENN MILLER STORY	Glenn Miller (RCA Victor LPT 3057)
4.	CALAMITY JANE	Doris Day, Howard Keel (Columbia CL 6273)
5.	TAWNY	Jackie Gleason (Capitol H 471)

THE CASH BOX

TOP SELLING RECORDS as reported by the foremost RETAIL STORES

THE RECORD ROOM
Reno, Nevada

1. I Get So Lonely (Four Knights)
2. Till We Two Are One (G. Shaw)
3. From The Vine Came The Grape (Gaylords)
4. Secret Love (Doris Day)
5. Make Love To Me (Jo Stafford)
6. Stranger In Paradise (Four Aces)
7. That's Amore (Dean Martin)
8. Oh, My Papa (Eddie Fisher)
9. Changing Partners (Patti Page)
10. Young At Heart (Frank Sinatra)

THE MUSIC BOX
Spokane, Washington

1. Oh, My Papa (Eddie Fisher)
2. Marie (Four Tunes)
3. Make Love To Me (Jo Stafford)
4. I Get So Lonely (Four Knights)
5. Stranger In Paradise (Four Aces)
6. Cross Over The Bridge (P. Page)
7. From The Vine Came The Grape (Hilltoppers)
8. Bell Bottom Blues (T. Brewer)
9. Cow Cow Blues (Jan August)
10. Secret Love (Doris Day)

FERGUSON'S RECORD SHOP
Memphis, Tenn.

1. Make Love To Me (Jo Stafford)
2. From The Vine Came The Grape (Hilltoppers)
3. Wanted (Perry Como)
4. I Get So Lonely (Four Knights)
5. Cross Over The Bridge (P. Page)
6. Till We Two Are One (G. Shaw)
7. That's Amore (Dean Martin)
8. Oh, My Papa (Eddie Fisher)
9. Secret Love (Doris Day)
10. Stranger In Paradise (T. Martin)

STIX, BAER & FULLER
St. Louis, Missouri

1. Young At Heart (Frank Sinatra)
2. Cross Over The Bridge (P. Page)
3. Make Love To Me (Jo Stafford)
4. Melancholy Me (Eddy Howard)
5. Wanted (Perry Como)
6. Stranger In Paradise (T. Bennett)
7. Answer Me, My Love (Nat "King" Cole)
8. That's Amore (Dean Martin)
9. Heart Of My Heart (Four Aces)
10. Secret Love (Doris Day)

GRINNELL BROS.
Detroit, Michigan

1. Make Love To Me (Jo Stafford)
2. From The Vine Came The Grape (Gaylords)
3. Cross Over The Bridge (P. Page)
4. Cuddle Me (Ronnie Gaylord)
5. Secret Love (Doris Day)
6. Young At Heart (Frank Sinatra)
7. I Get So Lonely (Four Knights)
8. Melancholy Me (Smith Bros.)
9. Wanted (Perry Como)
10. Why (Nat "King" Cole)

KATZ DRUG COMPANY
Kansas City, Mo.

1. I Get So Lonely (Four Knights)
2. Secret Love (Doris Day)
3. Make Love To Me (Jo Stafford)
4. Heart Of My Heart (Four Aces)
5. Cross Over The Bridge (P. Page)
6. Till Then (Hilltoppers)
7. Wanted (Perry Como)
8. Till We Two Are One (G. Shaw)
9. That's Amore (Dean Martin)
10. From The Vine Came The Grape (Hilltoppers)

DUCHESS RECORD SHOP
Indianapolis, Indiana

1. Make Love To Me (Joe Stafford)
2. Cross Over The Bridge (P. Page)
3. I Get So Lonely (Four Knights)
4. Secret Love (Doris Day)
5. Somebody Bad Stole De Wedding Bell (Eartha Kitt)
6. Bell Bottom Blues (T. Brewer)
7. Heart Of My Heart (Four Aces)
8. There'll Be No Teardrops Tonight (Tony Bennett)
9. The Jones Boy (Mills Bros.)
10. Darktown Strutters Ball (Monte)

"T" RECORD SHOP
Tulsa, Oklahoma

1. Make Love To Me (Jo Stafford)
2. I Get So Lonely (Four Knights)
3. Cross Over The Bridge (P. Page)
4. From The Vine Came The Grape (Hilltoppers)
5. Secret Love (Doris Day)
6. Changing Partners (Kay Starr)
7. Oh, My Papa (Eddie Fisher)
8. There'll Be No Teardrops Tonight (Tony Bennett)
9. I Really Don't Want To Know (Les Paul-Mary Ford)
10. Wanted (Perry Como)

THE GROOVE RECORD SHOP
Norfolk, Va.

1. I Get So Lonely (Four Knights)
2. Answer Me, My Love (Cole)
3. Wanted (Perry Como)
4. There'll Be No Teardrops Tonight (Tony Bennett)
5. Secret Love (Doris Day)
6. Make Love To Me (Jo Stafford)
7. Cross Over The Bridge (P. Page)
8. Bell Bottom Blues (T. Brewer)
9. Stranger In Paradise (T. Bennett)
10. From The Vine Came The Grape (Gaylords)

MUSIC CORNER
New Haven, Conn.

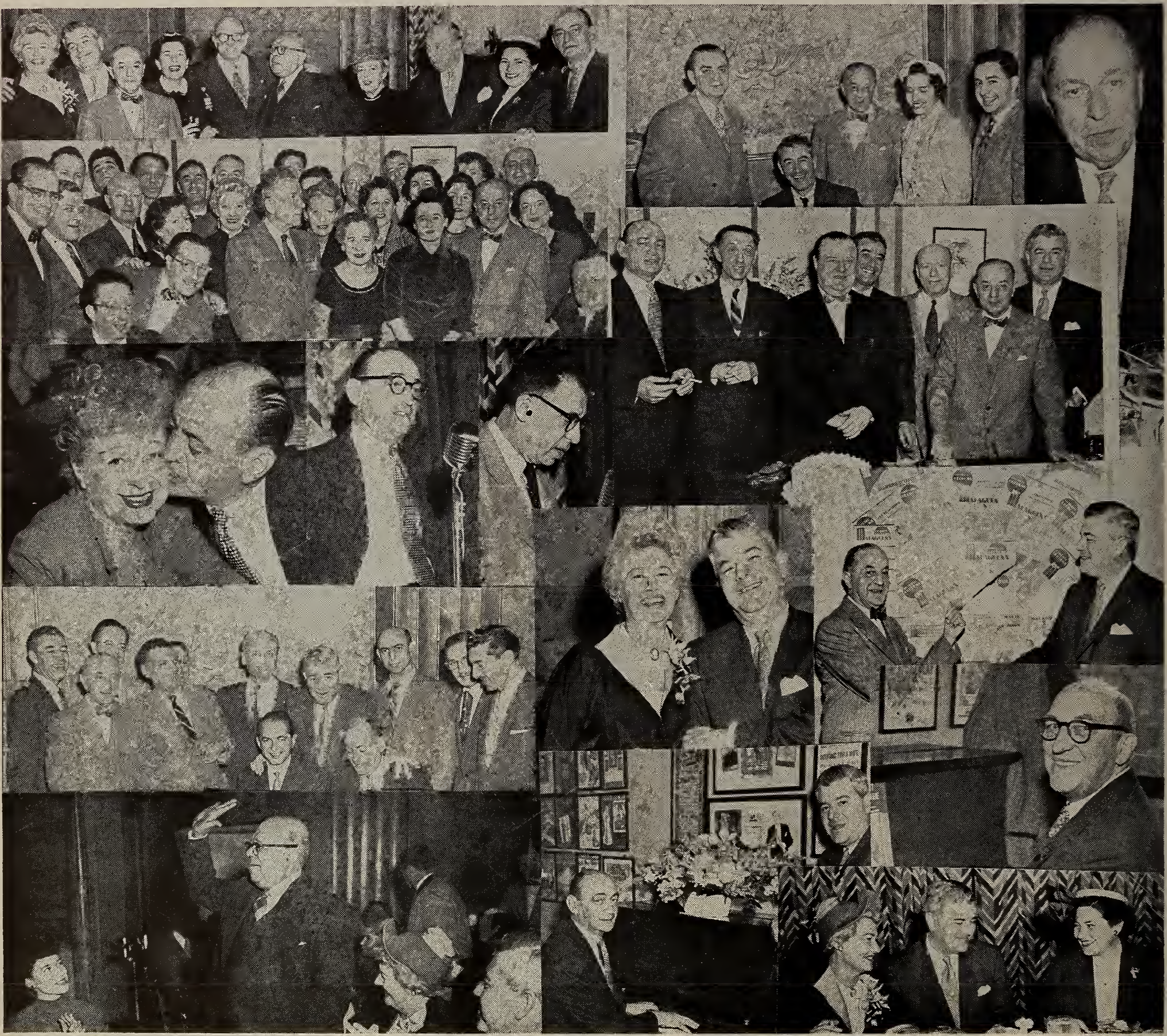
1. Oh, My Papa (Eddie Fisher)
2. Stranger In Paradise (T. Bennett)
3. That's Amore (Dean Martin)
4. Secret Love (Doris Day)
5. To Be Alone (Hilltoppers)
6. Answer Me, My Love (Cole)
7. Rags To Riches (Tony Bennett)
8. Somebody Bad Stole De Wedding Bell (Eartha Kitt)
9. Darktown Strutters Ball (Monte)
10. Wanted (Perry Como)

F & R LAZARUS COMPANY
Columbus, Ohio

1. Secret Love (Doris Day)
2. I Get So Lonely (Four Knights)
3. Make Love To Me (Jo Stafford)
4. From The Vine Came The Grape (Hilltoppers)
5. Stranger In Paradise (T. Bennett)
6. Heart Of My Heart (Four Aces)
7. Oh, My Papa (Eddie Fisher)
8. Darktown Strutters Ball (Monte)
9. That's Amore (Dean Martin)
10. Rags To Riches (Tony Bennett)

Another "ACE" by...
A
The
FOUR ACES
singing
"AMOR"
"SO LONG"
THE CASH BOX
DISK OF THE WEEK
DECCA-29036 (9-29036)
A
DECCA
RECORDS

E. B. Marks' 60th Anniversary Party



NEW YORK—In celebration of its 60th Anniversary as a music publishing firm, the Edward B. Marks Publishing Co., the oldest pop music pubbery in America, and its president Herbert E. Marks, played host at a luncheon and party for the company's personnel and best friends at Toots Shor's restaurant in this city on Friday, February 26th. Above are photographs of the many visitors who came to offer their congratulations.

* * *

LEFT HALF OF PAGE:

Top row (l. to r.) Mrs. H. E. Marks; H. Eman; M. B. Marks; Mrs. Edgar Simon; Dr. S. Spaeth; Rosamond Johnson; Mrs. Max B. Marks; Mr. & Mrs. R. Stolz; H. Link.

Second row (l. to r.) front: R. Astrofsky; E. L. Delfino; G. Alphenar; M. Moseman; E. Garrell; M. B. Marks; P. Krampell.

Middle row: J. Auslander; A. Trumbetta; G. Schottler; F. Luban; S. Windeman; Mary Murray; S. Lowenstein; B. Kaplan; F. Kahn; M. Mortan; H. Klepper.

Back row: D. Barry; F. Greisler; R. Marks; F. Woodruff; L. Collins; J. Topka; L. Fishbein; H. E. Marks; I. Van Nort; H. Link.

Third row: (1) Mr. & Mrs. Harry Link (2) H. Link (3) Al Stillman.

Fourth row: M. B. Marks; Percy Faith; H. Link; Sid Parnes; R. B. Marks; Herman Diaz; H. Krasnow; P. Ackerman; Mike Gross; Lee Zito; Bob Austin.

Bottom row: (l. to r.) Jean Marks; Rosamond Johnson; Mr. & Mrs. H. E. Marks.

RIGHT HALF OF PAGE:

Top row: (l. to r.) (1) Dr. I. Wert; B. Marks; Mitchel B. Marks; Mrs. I. Wert; Al Marks. (2) Robert Stolz, Last of Viennies Composers.

Second row: (l. to r.) Harry Link; Felix Greisele; Carl Zoherns; R. B. Marks; Larry Fisbein; Mitchel B. Marks; H. E. Marks.

Third row: (l. to r.) (1) Mrs. & Mr. H. E. Marks (2) Mitchel B. Marks and Herbert E. Marks.

Fourth row right: Dr. Sigmund Spaeth.

Bottom row: (1) Harry Link and Herbert E. Marks (2) Mrs. and Mr. H. E. Marks; Mrs. R. Stolz.

from "Oh Johnny!" to "The Ghost in the Wine"*

a history-making list of 5,000 10-inch Columbia pop records!

Through the years, Columbia has consistently given you the finest records, the finest sound, the finest artists—in short, the biggest business! From 35201 to 40201!

Which of them are your favorites? Which did you find most successful for you? Which would you like to have again?

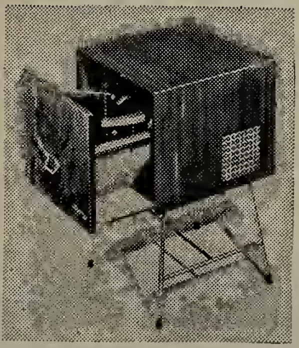
On this and the following page, please check off fifty of your favorite Columbia Records from the list—scores of Columbia hits are listed, but there are plenty that aren't, too, so there is also space for you to add in your own selections.

Tear along dotted line —or if you want to save your copy, there will be extra ballots on hand at The Billboard Exhibit at the MOA Convention —and send it to

Department G/S,
Columbia Records, Inc.,
1473 Barnum Avenue,
Bridgeport, Conn.

All entrants will receive—free—the special anniversary record of "The Ghost in the Wine" and "I Live Each Day" by Jerry Vale.

The contestant who submits the list that most closely approximates the final tabulation of ballots will receive one of the magnificent new "360" phonographs as FIRST PRIZE!



**The soon-to-be-released coupling of "The Ghost in the Wine" and "I Live Each Day" by Jerry Vale.*

SPECIAL NOTE:

ONLY JUKE BOX OPERATORS ARE ELIGIBLE IN THIS CONTEST

PICK YOUR FAVORITE FIFTY COLUMBIA ALL-TIME HITS

☐ Oh, Johnny, Oh, Johnny, Oh!.........Orrin Tucker
☐ Laura ....Woody Herman
☐ Keep It a Secret ....Jo Stafford
☐ I Got It Bad ....Benny Goodman
☐ La Vie En Rose ....Edith Piaf
☐ Bouquet of Roses ....Sammy Kaye
☐ Peg o' My Heart ....Buddy Clark
☐ Beat Me, Daddy ....Will Bradley
☐ Snowfall ....Claude Thornhill
☐ If I Loved You ....Frank Sinatra
☐ Blues in the Night.............Rosemary Clooney
☐ Who Wouldn't Love You..............Kay Kyser
☐ Because of You...................Tony Bennett
☐ Strictly Instrumental................Harry James
☐ Elmer's Tune.....................Dick Jurgens
☐ Ma Says, Pa Says............Doris Day-Johnnie Ray
☐ Strange Music....................Frank Sinatra
☐ Ole Buttermilk Sky...................Kay Kyser
☐ Our Lady of Fatima................The Mariners
☐ You Made Me Love You.............Harry James
☐ Too Fat Polka..................Arthur Godfrey
☐ Miami Beach Rhumba..............Xavier Cugat
☐ Let's Dance...................Benny Goodman
☐ Stormy Weather.................Duke Ellington
☐ Jealousy ....Frankie Laine
☐ Rum and Coca-Cola.................Abe Lyman
☐ Delicado ....Percy Faith
☐ It's So Nice to Have a Man Around the House.... ....Dinah Shore
☐ My Dreams Are Getting Better All the Time..... ....Les Brown
☐ Scatter-Brain ....Benny Goodman
☐ Jambalaya ....Jo Stafford
☐ Strip Polka ....Kay Kyser
☐ Sentimental Journey ....Les Brown
☐ Cuanto le Gusta..................Xavier Cugat
☐ Golden Earrings....................Dinah Shore
☐ Back Beat Boogie..................Harry James
☐ It's Magic..........................Doris Day
☐ Botch-a-Me ....Rosemary Clooney
☐ Walkin' to Missouri.................Sammy Kaye
☐ Three Little Fishies..................Kay Kyser
☐ Solitude ....Duke Ellington
☐ Shrimp Boats.........................Jo Stafford
☐ Somebody Else Is Taking My Place...Benny Goodman
☐ People Will Say We're in Love.......Frank Sinatra
☐ Rhumboogie ....Will Bradley
☐ Autumn Leaves.......................Edith Piaf
☐ A Handful of Stars....................Ray Noble
☐ Canadian Capers.....................Doris Day
☐ Linda ....Buddy Clark-Ray Noble
☐ Don't Get Around Much Anymore....Duke Ellington
☐ Boulevard of Broken Dreams.........Tony Bennett
☐ Why Don't We Do This More Often........Kay Kyser
☐ Green Eyes.......................Gene Krupa
☐ Walkin My Baby Back Home..........Johnnie Ray
☐ Nancy ....Frank Sinatra
☐ Easter Parade.....................Sammy Kaye
☐ The Peanut Vendor................Xavier Cugat
☐ I Saw Mommy Kissing Santa Claus......Jimmy Boyd
☐ Loch Lomond..................Maxine Sullivan
☐ One o'Clock Jump..................Harry James
☐ One for My Baby..................Frankie Laine
☐ My Heart Cries for You.............Guy Mitchell
☐ Massachusetts ....Gene Krupa
☐ Sleepy Lagoon.....................Harry James
☐ If ....Jo Stafford
☐ Taking a Chance on Love.. ....Benny Goodman
☐ Celery Stalks at Midnight............Will Bradley
☐ Deep Purple....................Sarah Vaughan
☐ The Coffee Song..................Frank Sinatra
☐ Cry ....Johnnie Ray
☐ Music Makers.....................Harry James
☐ Down Yonder....................Champ Butler
☐ Concerto for Trumpet...............Harry James
☐ The Song From Moulin Rouge..........Percy Faith
☐ Duerme (Time Was)................Xavier Cugat
☐ I'm Getting Tired So I Can Sleep....Claude Thornhill
☐ Oh, What It Seemed to Be..........Frank Sinatra
☐ You and I...........................Kay Kyser
☐ My Man..........................Toni Arden
☐ The Roving Kind..................Guy Mitchell
☐ Tired ....Pearl Bailey
☐ Apple Honey...................Woody Herman
☐ Baby, It's Cold Outside.....Dinah Shore-Buddy Clark
☐ Got a Date With an Angel.............Hal Kemp
☐ Carle Boogie.....................Frankie Carle
☐ Tenderly ....Rosemary Clooney
☐ Just Because..................Frankie Yankovic
☐ My Melancholy Baby................Harry James
☐ You Belong to Me..................Jo Stafford
☐ All or Nothing at All......Frank Sinatra-Harry James
☐ Harbor Lights......................Sammy Kaye
☐ Mood Indigo....................Duke Ellington

(Listings continued on next page)

"Columbia" and Trade Marks Reg. U.S. Pat. Off. Marcas Registradas. Printed in U.S.A.

Pick Your Favorite Fifty All-Time Columbia Hits!

from these sample titles of Columbia's 5,000 hit records listed on this and the preceding page.

(You may write in your own favorites if they are not listed)

every entrant will receive a free copy of the special anniversary record "The Ghost in the Wine" and "I Live Each Day" by Jerry Vale

(continued from preceding page)

☐ The Three Bells.....Les Compagnons de la Chanson
☐ A Lover's Lullaby/Sunrise Serenade.....Frankie Carle
☐ Wait Till the Sun Shines, Nellie.........Harry James
☐ Daddy.............................Sammy Kaye
☐ The River Seine.....................Doris Day
☐ Five Minutes More..................Frank Sinatra
☐ Sparrow in the Tree Top............Guy Mitchell
☐ Bizet Has His Day....................Les Brown
☐ Begin the Beguine.................Xavier Cugat
☐ But Not for Me.....................Harry James
☐ Sophisticated Lady................Duke Ellington
☐ Tuxedo Junction......................Gene Krupa
☐ Woodchopper's Ball..............Woody Herman
☐ Dream...............................Frank Sinatra
☐ Confess......................Doris Day-Buddy Clark
☐ Autumn Nocturne..................Claude Thornhill
☐ Cold, Cold Heart....................Tony Bennett
☐ Why Don't You Do Right..Benny Goodman-Peggy Lee
☐ That's What You Think................Gene Krupa
☐ Jingle, Jangle, Jingle...................Kay Kyser
☐ Jack, Jack, Jack (Cu-Tu-Gu-Ru).........Xavier Cugat
☐ Summertime.......................Sarah Vaughan
☐ Two o'Clock Jump...................Harry James
☐ Lover's Leap..........................Les Brown
☐ The Gypsy...........................Dinah Shore
☐ Jersey Bounce...................Benny Goodman
☐ Almost Like Being in Love..........Frank Sinatra
☐ Goodnight, Sweetheart...................Ray Noble
☐ Caldonia.........................Woody Herman
☐ Beautiful Brown Eyes...........Rosemary Clooney
☐ Falling Leaves..........Horace Heidt-Frankie Carle
☐ A Guy Is a Guy.........................Doris Day
☐ All My Love...........................Percy Faith
☐ I'm Beginning to See the Light.........Harry James
☐ I've Got My Love to Keep Me Warm.......Les Brown
☐ Huggin' and Chalkin'.....................Kay Kyser
☐ My Truly, Truly Fair...................Guy Mitchell
☐ Nevertheless.........................Paul Weston
☐ Indian Love Call.......................Tony Pastor
☐ Buttons and Bows.....................Dinah Shore
☐ On a Slow Boat to China..................Kay Kyser
☐ You'll Never Know..................Frank Sinatra
☐ Daybreak............................Harry James
☐ Jezebel..............................Frankie Laine
☐ Down the Road.......................Will Bradley
☐ Ay-Round the Corner....................Jo Stafford
☐ A Good Man Is Hard to Find...............Les Brown
☐ The Syncopated Clock..................Percy Faith

☐ Opus No. 1.........................Gene Krupa
☐ Bewitched...........................Doris Day
☐ Friendship...........................Kay Kyser
☐ April in Paris......................Frank Sinatra
☐ I Cried for You....................Sarah Vaughan
☐ Bijou.............................Woody Herman
☐ Anniversary Song......................Dinah Shore
☐ Our Lady of Fatima..................Tony Bennett
☐ Tico Tico..........................Xavier Cugat
☐ Jim..........................Claude Thornhill
☐ Autumn in New York................Frank Sinatra
☐ Brazil..............................Xavier Cugat
☐ Knock Me a Kiss.....................Gene Krupa
☐ Sabre Dance......................Woody Herman
☐ Sugarbush................Doris Day-Frankie Laine
☐ Sophisticated Swing.....................Les Brown
☐ Some Enchanted Evening............Frank Sinatra
☐ I Cried for You....................Sarah Vaughan
☐ Hey, Good Lookin'.........Frankie Laine-Jo Stafford
☐ Tzena Tzena Tzena....................Mitch Miller
☐ Just One of Those Things...............Les Brown
☐ Ultra...............................Harry James
☐ September Song....................Frank Sinatra
☐ Come On-a My House..........Rosemary Clooney
☐ Johnson Rag........................Jimmy Dorsey
☐ Northwest Passage................Woody Herman
☐ Babalu.............................Xavier Cugat
☐ I Cried for You.......................Harry James
☐ Sunday, Monday or Always..........Frank Sinatra
☐ Rumors Are Flying.....................Frankie Carle

____
____
____
____
____
____
____
____
____
____
____
____

Operator's
Name ....

Address ....

....

MAIL TO: Department G/S, Columbia Records, Inc., 1473 Barnum Avenue, Bridgeport, Conn.

On this and the preceding page, please check off fifty of your favorite Columbia Records from the list—scores of Columbia hits are listed, but there are plenty that aren't, too, so there is also space for you to add in your own selections.

Tear along dotted line—or if you want to save your copy, there will be extra ballots on hand at The Billboard Exhibit at the MOA Convention—and send it to
Department G/S,
Columbia Records, Inc.,
1473 Barnum Avenue,
Bridgeport, Conn.

NOTE:
ONLY JUKE BOX OPERATORS ELIGIBLE

COLUMBIA RECORDS

"Columbia" and Trade Marks Reg. U.S. Pat. Off. Marcas Registradas. Printed in U.S.A. *(L-23)*

RIAA

THE CASH BOX CANADIAN CAPERS

TORONTO TOPICS:

Congratulations to Mr. & Mrs. Denny Vaughan, the proud parents of baby girl, born at the Wellesley hospital of Toronto February 26th. We always realized that Denny, the radio and record star was a great singer, fine arranger and a swell pianist but now he and his beautiful wife seem well on the way to having their own charming gal vocalist. Our best wishes to the three of them. . . . Talent builder, George Taggart, scored another success last week when the DeMarco Sisters were unable to fill their engagement at the Motor Show, and the Bromby Singers were sky-rocketed into the slot to pinch hit for the Broadway stars. These five local gals, Dorothy Bromby, Barbara Franklin, Betty Frith, Donna Miller, and Margot MacKinnon, all beautiful and talented were a quick click and we hear that the talent scouts already making bids for their future appearances. . . . Disk stars continue to be the order of the day at the Casino Theatre. Victor's Vaughn Monroe was a real audience puller and pleaser the past week and the Ames Brothers (Victor) strong local favorites are headlining the current show. Scheduled for following shows are Decca's Ernest Tubb, who has a host of friends here and Julius La Rosa, the Cadence star (whose platter's are released on the Apex label in Canada). It's the ex gob's first appearance in this part of the world but he has a large fan following, which should assure him of a real Ontario welcome. . . . Eddie Barnes back again at Bassels on a fast repeat date, after his earlier hefty click at this Yonge Street nitery. . . . Following Woody Herman and His Orchestra at the Colonial are the Four Freshmen. . . . Back home for a short two-week stay at their original kick-off spot, the Town Tavern, are the Town Criers featuring Jack Duffy. As always, the boys are packing them in and sound better than ever. . . . It's probably a good thing that Decca's Don Cherry is not in town, what with CFRN Edmonton's "Red Hopps" visiting these parts. The unseasonably early Spring weather, and two rabid golfers like these two, could create an international incident. . . . Also in town is Clyde Moon, of BMI Canada, who is still convinced that Les Canadiens can take Rangers. . . . CBC-TV's producer, Norman Campbell beaming over the "Best Bet" review that Mary Mayo's Benida Record of "It Happens" garnered in last week's Cash Box. Your scribe would be happy too if he was the composer of such a hit. Sounds like a real money song to us and off to a great start with the local DJ's and featured on the network shows of Montreal's Fred Hill and Toronto's Denny Vaughan. . . . Canadian champ, Old Time Fiddler, Ward Allen riding high. He did a special network guest spot on the Jim Magill memorial show and is currently mulling record deals which have been offered him.

DENNY VAUGHAN

MONTREAL MEMOS:

Muggsy Spanier started a return engagement at the Latin Quarters March 1st. This Dixieland group drew sensational crowds first time around and there is no reason why they shouldn't repeat. . . . Helene Francois, a very gorgeous Parisienne chanteuse currently playing a return engagement at the Ritz Cafe. A very attractive girl who may not quite match her sister Denise Darcel in looks but her singing is better. . . . Mark Sebastian still holding forth at the Penthouse, an after hour spot that is patronized mainly by show people. . . . The Irving Pall Trio, a local novelty act that returns periodically to Montreal, has been booked into Joe Horn's Main Cafe. . . . The Normandie Room of the Sheraton Mount Royal Hotel continuing its policy of two variety acts and a line of girls is this week featuring Roger Coleman who, since his last visit to Montreal, has switched from Columbia to Decca. . . . The Hachey Bros. and Mary Lou still holding forth at the Monterey. Now in their 25th week which is a record run in this location. . . . The Seville Theatre has temporarily abandoned the policy of booking recording names. The show this week is featuring Huntz sach Hall, the comedy act. This may indicate a permanent change in the booking policy at this location as it is well known in local show circles that they have had difficulty in lining up name label attractions to the point where they can depend on having profitable draw each week. While groups like the Four Aces, the Ames Bros., Johnnie Ray, etc. draw, a lot of the other names have been in and outers. This theatre, with its limited seating capacity, cannot stay in the black unless 5 out of every 6 attractions draws well.

AMES BROTHERS

FOUR ACES

A powerhouse coupling!

SUNNY GALE

DREAM, DREAM, DREAM
and
DON'T CRY MAMA
with orchestra cond.
by Joe Reisman
20/47-5677

The demand band on two tops!

RALPH FLANAGAN
and his Orchestra

ROO ROO ROO KANGAROO
The new dance sensation
and
ANGELA MIA
VR by Buddy Victor
and The Singing Winds
20/47-5676

At the peak of his powers!

MARIO LANZA

GRANADA
and
LOLITA
with orchestra *10/49-4213*

RCA VICTOR
FIRST IN RECORDED MUSIC

AN "X" SENSATION!!
11-year-old trumpeter
FRANKIE AVALON
"TRUMPET SORRENTO"
and
"THE BOOK"
78 rpm cat. no. X-0006 *45 rpm cat. no. 4X-0006*

2 MORE "X" HITS!
THE SPENCER HAGEN ORCH
with
"ANGEL BELLS"
a new sound on wax
"BLACK SAPPHIRE"
by the composer of "Harlem Nocturne"
78 rpm cat. no. X-0007 *45 rpm cat. no. 4X-0007*

SAL FRANZELLA
and
His Incredible Clarinet
"IMPOSSIBLE MOTION"
"FANTASTIC IMPROMPTU"
78 rpm cat. no. X-0008 *45 rpm cat. no. 4X-0008*

BILL DARNEL
"THAT'S THE WAY LOVE GOES"
"FOR YOU"
78 rpm cat. no. X-0001 *45 rpm cat. no. (4X-0001)*

SMITH BROTHERS
"MELANCHOLY ME"
"IT WAS WORTH IT"
78 rpm cat. no. X-0003 *45 rpm cat. no. (4X-0003)*

DICK MALTBY
and Ork
"DEEP BLUE SEA"
"PATROL POLKA"
78 rpm cat. no. X-0002 *45 rpm cat. no. (4X-0002)*

AL MORGAN
"YOU TOLD ME TO GO"
"SWEET KENTUCKY SUE"
78 rpm cat. no. X-0004 *45 rpm cat. no. (4X-0004)*

DINAH KAYE
"STRIKE A MATCH"
"FALSE-HEARTED LOVER"
78 rpm cat. no. X-0005 *45 rpm cat. no. (4X-0005)*

"X" MARKS THE HITS
A PRODUCT OF RADIO CORPORATION OF AMERICA

THE CASH BOX ROUND THE WAX CIRCLE

NEW YORK:

As this column is being written, a mass exodus of music men from New York is being planned. Everyone who can possibly make it is taking the plane to Chicago on Sunday. The Palmer House should look like an adjunct of the Brill Building. . . . **Jackie Gleason** becomes a vocalist with his soon-to-be-released Capitol record "And Away We Go." . . . **Tony Bennett** has teamed up with **Percy Faith** for a nationwide concert tour. . . . **Roger Coleman** on a two-week engagement at the Mount Royal Hotel in Montreal. Following it, he returns to New York to record a new album for Decca. . . . Mercury planning to be well represented at the MOA convention with **Richard Hayman, Georgia Gibbs, Eddy Howard, The Gaylords, Bobby Wayne, The Carlisles** and **Jim Lowe**. . . . **Marty Ostrow** of The Cash Box staff became the father of a baby boy last week, his second child. . . . **Carolyn Leigh**, who smashed through with her first hit in "Young At Heart," has been assigned to write the songs for "Peter Pan" in which **Mary Martin** is scheduled to star. . . . Jubilee Records has just signed **Bette McClauren** to a contract and will issue her first release next week. . . . **Georgie Shaw** embarking on a night club tour that will take him as far as the Golden Hotel in Reno. . . . Eighteen year old **Tommy Mara** signed a two-year contract with MGM Records. First disk is "More Than Ever" and "Without Any Warning." . . . **Lenny Mysels** has joined Chappell and will head either the T. B. Harms or DeSylva, Brown and Henderson firms, depending on tunes to be activated. . . . The 27th record on "Madalena" is being released March 15 on the Epic label featuring **Frank Murphy**.

GEORGIA GIBBS

CHICAGO:

This column is being read by many attending the **Fourth Annual Convention of Music Operators of America** here at the Palmer House. Noted artists, publishers, record manufacturers, distributors, and all **connected with the** music biz in any fashion whatsoever, are here. But, more of this next week, after the data has been all gathered up and digested. In the meantime on to some of the events of the week. . . . **Carl Haverlin** of BMI passed through town on his way to Hollywood last week. . . . **Larry Green**, Decca's boy here, phoned to advise about all the Decca people who would be in town attending the show. Like **Mike Conner** and **Don Cherry** and all the rest. . . . Nice note from **Verna Leeds** from Suffern, N. Y., advising the trip she made with **Buddy Basch** paid off. . . . Congrats to **Dee** and **Sig Sagowicz** for "another howling success." **Her name's Pamela**. . . . That postal card from **Spike Jones**, with the baby's expression and the statement printed underneath, just absolutely sensational. . . . **Maurie** and **Rose Ginsburg** of Atlas Music Company here, Seeburg distribs, phoned to advise that **"Big Jim" Buchanan** on his way way into town ready, at the drop of his ten gallon hat, to sing "Money" and/or "The Convention Song" as he waxed them for "Century," **Al Kavelin's** new label. When we questioned as to how come these two noted urbanites so interested in cowboy music, learned that **"Big Jim" Buchanan** is Rosie's brother. "Big Jim", then, born right here in good ole Chicago. Went west and clicked as deejay, movie actor, TV star, etc., etc. Like he says, "They calls me 'Big' 'cause Ah thinks big. But big, brother. Like Texas people think. And that's real big." **Maurie and Rose** already visualizing **"Big Jim" Buchanan** doing his disk tunes on fine TV shows 'round and about the town. And "Big Jim", he says, "Boys, ah am ready." . . . Note from **John Thoma** advises that **Teddy Phillips** is seeking a new girl vocalist for road tour. Advises auditions will be held each Tuesday eve while he's at the Aragon. . . . **Bill Anson** pops into our office to advise that **Kay Starr** doing the tune that was "her tune". Ask **Bill**. . . . **Jim Mills** has two new shows going. WCFL and WIND. **Jim's** getting busier by the hour.

"SPIKE'S TV SHOW SENDS ME!"

LOS ANGELES:

Greetings to everyone at the MOA Convention. . . . Orchestra leader **Claude Gordon** has been guesting on disk jockey **Red Rowe's** TV show "Panorama Pacific" on CBS recently and also on **Larry Finley's** radio show "Hollywood Story," with his Alma record of "Carnival of Venice," on which he plays the lowest notes on trumpet ever recorded. . . . **Jerry Wallace** is out with his second release on the Allied label. He has changed his style considerably since waxing "Little Miss One." Jerry does a great job on "That's What A Woman Can Do." . . . **Julius LaRosa** bowed in for his first West Coast appearance at Ciro's on Feb. 26. . . . **Don Pierce** has launched his new "Look" POP label. First release "I Complained" b/w "I Want You" by **Stewart "Rick" Rose** with a background of ten voices and a twenty-four piece orchestra. Beautiful lyrics and catchy melody throughout. **Pierce** is aiming complete promotion on the tune to ops and deejays. . . . After clicking off with their first release "I Get The Blues When It Rains" and "A Kiss In The Dark" by **Helen Troy**, Vito Records have followed it up with an Italian novelty titled "Goombye Goomba" b/w "I Promise" by **Tony Romano**. Both sides feature the **Jud Conlon Rhythmaires** and **Van Alexander's** Orchestra. Nationwide promotion is being planned. . . . Century Records have broken through on its first release "Money." The way it has taken off looks like it'll be a smash. **Al Kavelin**, head of the new diskery, and **"Big Jim" Buchanan** left on a promotion tour of the East. They plan to be in Chicago for the Convention. . . . Capitol's own **Bud Fraser**, national sales promotion manager, and **Ken Nelson**, Country and Western A & R head, are both attending the Convention. . . . **The Four Lads** have finished up in Reno and will be heading for the West Coast to appear in top clubs here. Their latest release "Cleo and Meo" winning wide plays. This will be their first West Coast appearance since their big hit "Istanbul." . . . A clever novelty called "Pucker Up (the Chicken Song)" with **Zeke Manners** will soon be out on the Tempo label. Watch for it!

FOUR LADS

THE HIT OF THE CONVENTION!
"SOMEWHERE" (THERE IS SOMEONE)
"SOMEWHERE"!
"SOMEWHERE" (THERE IS SOMEONE)
"SOMEWHERE"! (THERE IS SOMEONE)
LOU MONTE'S

"SOMEWHERE"

(THERE IS SOMEONE)

JUST RELEASED

on

RCA Victor Records 20/47-5691

RCA VICTOR
FIRST IN RECORDED MUSIC
"SOMEWHERE"! (THERE IS SOMEONE)
"SOMEWHERE"! (THERE IS SOMEONE)

Dorothy Collins Creates New Sound On Her Latest Disk

NEW YORK, N.Y.—On the eve of its first anniversary, Audivox Records is about to release a record that may prove to be an innovation in multi-track recording method.

Leonard Wolf of Audivox announced that through the use of the Sound Enhancement Recording System, a Raymond Scott development, a new and unusual recording has been created featuring the "voices" of Dorothy Collins singing a Scott original called "Mountain High Valley Low".

The unusual quality about this record is that with one voice and the use of multiple channel recording, Miss Collins creates the sound of a full choir. Although many successes have been attained through the use of dubbing, Wolf feels that this specialized recording process is "comparatively new and its possibilities are virtually endless". And this Audivox disk is another step forward in multiple recording techniques.

The coupling on this anniversary release is a Scott arrangement of the standard "Crazy Rhythm" featuring Dorothy Collins with ace guitarist George Barnes.

"I'm highly confident", says Wolf, "That 'Crazy Rhythm' and 'Mountain High Valley Low' will receive the unanimous plaudits of everyone in the trade and should catch the ears of the record buying public in short order."

An extensive promotional campaign is planned for the launching of this new waxing, with Wolf leaving for a nation-wide tour to visit the disk jockeys and distributors, at the end of this month.

BENIDA RECORDS

invites the **MOA** members

to "come on up" to the

"DIXIELAND HONKY-TONK"

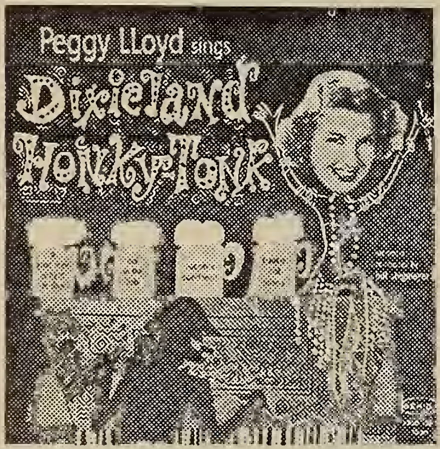
at Suite 826-27,

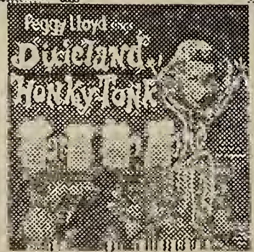
The Palmer House, Chicago,

March 8, 9, 10,

to meet PEGGY LLOYD,

Benida's newest singing star.





Watch for "Dixieland Honky-Tonk". . . the first EP album by Peggy Lloyd.

OUT SOON!

BENIDA RECORDS, INC.
107 W. 43rd St., New York 36, N. Y.
GENERAL SALES OFFICES
520 Seventh St., Buffalo 1, N. Y.

DISTRIBUTOR
Doings

Mercury Record Distributors, Inc., L. A., threw a farewell party for **Lee Palmer**, former sales and promotion manager, recently, at the Band Box. On hand to entertain was Mercury's newest pactee, **Joyce Taylor**, along with the torchy harmonica stylings of **Leo Diamond**. Palmer takes over his new post as manager of Jay Kay Distributing Co. **Ralph Anthony** now heads Mercury's Sales and Promotion Department. **Gene Brewer**, former promotion man for Life magazine, has been added to the sales force. . . . **Sid Talmadge**, prexy of Record Merchandising, Co., welcomed **Jack Angel** of Herald Records, N. Y. this past week. Angel completed a tour of key distributors from coast to coast and spent a few days in LA before returning home. They all agree that the "Shake A Hand" gal **Faye Adams** sings better than ever on her latest waxing "Say A Prayer" and "Every Day." **Charley Trenda** has been added to the staff of Record Merchandising and will handle promotion and sales. **Bob Field** takes off for his periodic sales trip down San Diego way. Bob's brother, **Dick Field**, now handles the Northern territory. . . . **Mike Kurlan**, prexy of Modern Distributing Company, L. A. has been laid up for several days with an abscessed ear. Happy to report that Mike is feeling better now and back on the job. He predicts that the new **Karen Chandler** waxing of "Positively No Dancing" on Coral will be a hit. . . . **Irv Shorten** of Allied Music Sales announced that their San Francisco branch will now distribute Aladdin, Derby, Gotham, Central and Dawn. **Paul Shorten** and **Harry Kaplan** head the new bay area office. . . . The new Spark label will be handled throughout Southern California by Diamond Distributing Company. **Abe and Vera Diamond** are very enthusiastic about the first two releases and are going ahead with complete promotion on all four sides. Numbers are "Come A Little Bit Closer" b/w "Farewell" by **Willy and Ruth** and "Easyville" b/w "The Whip" by **Gil Bernal**. . . . **Gordon Wolf**, prexy of Sunland Music Co., was going around all excited since Cadence's top artist **Julius LaRosa** opened at Ciro's. He expects sales to soar even higher on all his records while LaRosa is in town. . . . **Jack Lewrke**, prexy of California Record Distributors, has now added **Norman Granz'** new Norgran label along with the Nocturne jazz line. . . . **Syd Nathan**, prexy of King Records, flew back to Cincinnati after a two week visit in Southern California. **Al Sherman**, West Coast Representative for King, and **Milt Weiss**, top salesman of the LA branch, are both excited over the new King release "Ooh-Diga-Gow" by **the Cecil Young Quartet**. It's a weird tropical thing with a rhythm beat that should do well on the boxes. . . . **Eddie Ray** at Central Record sales says that even though "Tell Me" by the 5 C's on United is a new number it's coming up fast and looks like it will be a smash in LA. Inventory time keeps the Central boys plenty busy. Caught **Jim Warren** and **John O'Valle** hiding behind the record racks counting records while **Eddie Ray, Chuck Hicks, Lou Stoken** and **Jack Andrews** took care of customers out in front. . . . Stinson Record Distributors, Inc. of New York will soon open a branch office here in LA. They will cover the entire territory west of the rockies distributing their own lines of LP's and EP's. . . . **Phil Harris** has been extra busy wheelin' and dealin' buying and selling surplus records at his big record emporium. He recently made a big purchase from the Rexall chain buying out their surplus stock.

MARKS' 60th ANNIVERSARY

6 Decades of Great Music

Watch These Other Great New Records of **MARKS** *Hits*

BY HECK
Mercury 70292
David Carroll Orchestra

•

LOVE HIM SO MUCH (I COULD SCREAM)
Benida 5012
Peggy Lloyd

•

IDA, SWEET AS APPLE CIDER
Capitol 2710
Ben Light
Decca 28963
Bing Crosby

•

THAT GIRL
Mercury 70332
The Harmonicats
Chance 3009
Eddie Bracken with
Barbara Cooke

•

THERE'LL BE SOME CHANGES MADE
Decca 29032
Russ Morgan Orchestra

•

YOU TOO, YOU TOO (Piel Canela)
Decca 28893
Eddie Heywood

•

MANHATTAN
Capitol 2632
Les Baxter Orchestra

•

BAREFOOT DAYS
Coral 61140
Johnny Long Orchestra

•

I WONDER WHO'S KISSING HER NOW
Decca 28847
Tommy Dorsey Orchestra

•

LAS VEGAS
London 1262
Edmundo Ros Orchestra

•

POINCIANA
Brunswick 80229
Lou Stein Trio

•

JEALOUS OF YOU
Victor 20-5382
Lou Monte

Brand New Release

"YOU DIDN'T WANT ME WHEN YOU HAD ME"

(SO WHY DO YOU WANT ME NOW)

THE MILLS BROTHERS

Greater than their "PAPER DOLL" *or* "GLOW WORM"

DECCA NO. 29019

"The BREEZE AND I"

BASED ON LECUONA'S IMMORTAL "ANDALUCIA"

VIC DAMONE .... MERCURY 70287
BILLY MAY .... CAPITOL 2721
JIMMY DORSEY .... DECCA 25119

EDWARD B. MARKS MUSIC CORPORATION
RCA BUILDING • RADIO CITY • NEW YORK
HARRY LINK, GEN. PROF. MGR.

Thanks for your help

Lawrence
WELK
and his
Champagne Music

CORAL
RECORDS

Current Best Sellers

# 61135 "DARKTOWN STRUTTER'S BALL"

61134 "I LOVE YOU"
with Jimmy Wakely

# 61143 "BIMBO"
Jimmy Wakely & Larry Hooper

ARAGON BALLROOM
LICK PIER, OCEAN PARK, CALIFORNIA
133RD
CONSECUTIVE WEEK

KTLA Channel 5
133 CONSECUTIVE
TELEVISION SHOWS
SPONSORS
LOS ANGELES DODGE DEALERS

PERSONAL MANAGEMENT
GABBE, LUTZ, and HELLER

HOLLYWOOD
6274 SUNSET BLVD.

NEW YORK
1619 BROADWAY

Victor Goes "Red Hot" For MOA Convention

CHICAGO—RCA Victor's participation in the MOA Convention at the Palmer House in Chicago March 8-10 will be highlighted by a specially decorated suite of rooms to coincide with the diskery's theme for the convention—"Victor Is Red Hot!"

Decorating plans include the use of simulated flames of fire on the walls, red paint and red fixtures, a "devil's brew" at the bar plus a parade of models dressed in devil costumes and equipped with pitch forks.

Victor's major juke box contribution to the meeting will be a special double record release aimed specifically at coin ops.

The sides of one relase feature souped-up versions of the old-timers, "If You Knew Susie Like I Know Susie" and "Makin' Whoopee," cut by John Gordy, barrelhouse piano player who was recently signed to a contract.

The second release will be a new Lou Monte record — titled "Somewhere" — which is predicted to follow in the footsteps of "Darktown Strutters Ball." Lou is being flown in from Boston, where he is fulfilling a night club engagement, to be present at the introduction of his new record. Eddie Fisher, Eddy Arnold, Wyoma Winters, Pee Wee King and the Davis Sisters also are expected to be on hand.

RCA Victor executives who will attend include William Bullock, acting general sales and merchandise manager; Joe Carlton, chief of pop artists and repertoire; William Alexander, advertising and sales promotion manager; Steve Sholes, chief of country-western artists and repertoire; Irwin Tarr, coin operators sales manager, and Bernie Miller, pop promotion manager.

SMASH HIT!
SADIE THOMPSON'S SONG
From the Columbia Technicolor Picture
"MISS SADIE THOMPSON"
RECORDED ON ALL MAJOR LABELS
MILLS MUSIC INC.

A SURE HIT!
The Golden Voiced
MARTIN WALKER
with the Scott Trio
sings
"I WANT A GIRL"
and
"WINDOW IN HEAVEN"
Camm 135
A few choice territories still available for key distributors

CAMM
Records

Cammarota Pub. Co.
234 Patterson Ave.
East Rutherfod, N. J.

THE CASH BOX
LONDON
LOW DOWN

More visitors to Britain this week from America include **Jan Garber**, **Sam Coslow** and wife (formerly **Francis King** of Noble and King) and from Switzerland **Lyss Assia**. Jan is here for a short while. He intends to visit other European cities. Sam is here on business, and Lyss for recordings, TV, and radio guest spots. . . . More star names due for variety tour. New names include return of **Frankie Laine** and also **Billy Daniels**. . . . Other news concerns **Jack** ("Mr. Boxing Promotions") **Solomons**, who has decided to enter the vaudeville business by presenting big names on one-night stands in vast arenas. . . . **Paul Adam** dismissed himself from conducting the new **Otis Skinner** show and asked **Van Phillips** to take over. Adam said "This is not my line of work. I'm strictly a dance band leader".

Reg Connelly, chief of Campbell Connelly, the publishers, flew into London from New York after a holiday-business trip to New York and the Bahamas. . . . **Dickie Valentine** will invite all members of his fan club to a special gathering on April 11th when he will present his new solo act for their approval and ask for their comments and criticism. . . . The interest of the whole profession has been aroused by the nation-wide search being conducted by a leading newspaper and the **Ted Heath** office for a new singing star. The sensational awards awaiting the winning girl of this contest include a recording contract, an agreement with the Heath agency to bring no less than $3000 in the first year, plus the newspaper trophy worth another $1000. Since the announcement of the contest, no less than 2600 applications have been received. We're looking forward to hearing the girl singer of 1954 who will be launched as a star of the future.

Vera Lynn and husband **Harry Lewis** have started a publishing firm and named it Marlyn Music. Here's luck to both of them. . . . **Errol Garner** should be pleased to know that his LP "Errol Garner Plays For Dancing" is among the six best selling long playing records in Holland.

Singer **David Hughes** back from his U.S. trip full of praise for the wonderful hospitality given him and thrilled at having made a record with **Jo Stafford**. We're all looking forward to hearing it. Titles cut are "Let Me Hear You Whisper" and British number by **Kenneth Leslie Smith** and **Jimmy Dyrenforth** originally composed for a radio serial. **Mitch Miller** is bringing them with him this week when he arrives in London.

This Week's Best Selling Pop Singles:
(Courtesy "New Musical Express")

1. "Oh Mein Papa" — EDDIE CALVERT
2. "Blowing Wild" — FRANKIE LAINE
3. "That's Amore" — DEAN MARTIN
4. "Cloud Lucky Seven" — GUY MITCHELL
5. "Tennessee Wig-Walk" — BONNIE LOU
6. "Don't Laugh At Me" — NORMAN WISDOM
7. "The Happy Wanderer" — OBERKIRCHEN CHILDREN'S CHOIR

7a. "Man"-"Woman" — CLOONEY-FERRER

8. "Rags To Riches" — DAVID WHITFIELD

8a. "I See The Moon" — STARGAZERS

9. "The Book" — DAVID WHITFIELD
10. "Oh My Papa" — EDDIE FISHER

THANKS OPS!

We'll see you in room 802
at the M.O.A. Convention

Capitol
REG U S PAT OFF
RECORDS

At home or away at MOA
Convention, there's
ACTION with Mercury Records.

•

Getting The Play

•

"FROM THE VINE CAME THE GRAPE"
THE GAYLORDS

"CROSS OVER THE BRIDGE"
PATTI PAGE

"CUDDLE ME"
RONNIE GAYLORD

"MELANCHOLY ME"
EDDY HOWARD

"SOMEBODY BAD STOLE THE WEDDING BELL"
GEORGIA GIBBS

Future 'Blue Chips' Investments
"The Train With The Rhumba Beat"
and
"MELANCHOLY ME"
RUSTY DRAPER
70327

"Big Noise From Winnetka"
and
"TULA ROSA"
RALPH MARTERIE
70328

You are cordially invited to preview the new hits and visit with top recording artists in Room 817 at the MOA Convention

Mercury

Greater Juke Box Capacity Means A Greater Music Biz

People whose only connection with a juke box is that they like to play one, have been noticing a change lately.

They've been finding that when they go to play a juke box, they have much greater choice than ever before.

To us in the industry, this is not a very surprising development. We've known it for a long time. We've watched automatic phonographs grow in capacity and have been aware that shortly the public would be getting a much greater choice for its money.

But now that the new machines have begun to penetrate to all kinds of locations, the general player has become conscious of the benefits to be derived from larger capacitied juke boxes.

Whereas only a few years ago, the general rule was to have a choice of only 40 or 48 sides, today that choice runs as high as 120 sides.

In programming, this means a dramatic change.

A juke box today doesn't have to depend completely on the top hits. It can vary its selection to include all types of music and still not miss out on the best moneymakers.

Moreover it permits a tremendous amount of experimentation on the part of the wide awake operator. He can now afford to try out different types of records while still not losing out on the top disks which are going to bring him his bulk of income.

As far as the music business is concerned, it means a greater juke box field than ever before. Not only does the operator have to buy considerably more records, but he is also willing to take a chance on unproven ones. With 80 or 100 or 104 or 120 slots to fill, he can afford to throw in a few that he knows he's experimenting with.

This means then that anyone with a worthwhile disk can get a hearing on the nation's juke boxes. And very often this exposure is the only way in which a small firm or an unknown artist can be heard by the public.

Enlarged juke boxes have another great meaning for the record companies. It opens a huge market for their catalogues. Almost every juke box now has a place for oldies and standards. These make for interesting programming and the right ones receive constant play. A juke box's ability to provide space for oldies therefore means a very definite source of income to record firms, the artists, publishers and writers—and this on material which is no longer being plugged and so involves very little cost to them.

The main fact about the new juke boxes however, is that they serve the American public better. There is greater variety, greater choice, better programming—in other words more for the public's money.

The progress which the American juke box industry has made during the past years in serving the public augurs well for the future. It can't do anything but go even further along the road of making available to the American people the music they want to hear.

And as the juke box industry progresses, so must the music business progress, for the juke box industry as a whole is the greatest customer the music business has ever had—and it's growing greater all the time.

another natural for —

TONY BENNETT!

HIT! after HIT! after HIT!

and NOW...

from "The Girl in Pink Tights"
a superb new Sigmund Romberg ballad
lyrics by Leo Robin

"MY HEART WON'T SAY GOODBYE"

COLUMBIA RECORDS

MEMBER RECORD INDUSTRY ASSOCIATION OF AMERICA RIAA

b/w

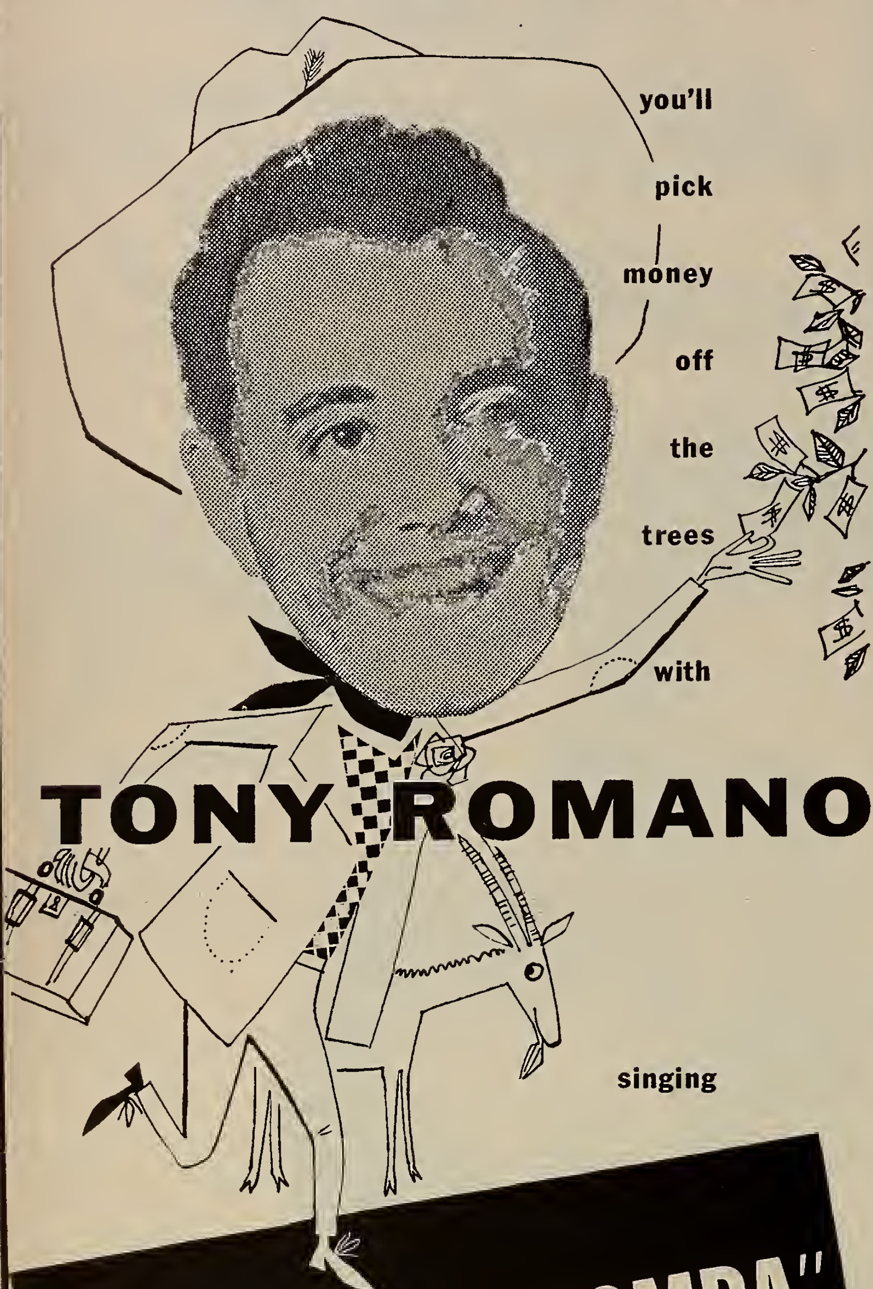
"There'll Be No Teardrops Tonight"

both with *Percy Faith* and his Orchestra

●

78 rpm 40169 * 45 rpm 4-40169

DON'T MISS THE BOAT—
ON THE GREATEST ITALIAN
NOVELTY OF THEM ALL!



"GOOMBYE, GOOMBA"
b/w
"I PROMISE, I PROMISE,
I PROMISE"
WITH JUD CONLON'S RHYTHMAIRES
AND VAN ALEXANDER'S ORCHESTRA

Records Available On 45 And 78 RPM. Order From Your Distributor Now. Distributors In Every Major City.

VITO RECORDS

VITO RECORDING COMPANY
8853 Sunset Boulevard • Hollywood 46, California • CRestview 4-6919

A Juke Box Is An Artist's Best Friend

Some time back, *The Cash Box* asked editorially, "What's Happened To The Girl Singers?"

At that time, almost every record in the Top Ten was made by a male singer. It was a rare occurrence during that period to have a disk go all the way to the top if it was made by a girl.

Many reasons were advanced for this phenomenon. But most people said that the main reason for it was that since records on the whole were bought by teen age girls between the ages of fourteen and seventeen, they were much more interested in males than females.

That reasoning may have had validity then.

But between that day and this, significant changes have occured in methods of record distribution so that the male is no longer the more desired vocalist than the female.

Specifically the change has been the overwhelming importance which the juke box industry has been playing in the record business.

Records that go into juke boxes cannot be aimed at such a small segment of the population as girls between the ages of fourteen and seventeen. They must be aimed at the entire population, male and female, young and old.

And for such an audience, you need everything, all kinds of music and all kinds of vocalists.

It's true that high school girls standing around a juke box at their nearest drug store or ice cream fountain may want to hear Eddie Fisher or Perry Como. But it is just as true that a fellow standing at a bar after a day's work may want to hear Patti Page or Joni James.

And the proof of this is the large number of female vocalists who have had hits in the past few months.

There have been such stars as Patti Page, Joni James, June Valli, Jo Stafford, Georgia Gibbs, Mary Ford, Teresa Brewer, Eartha Kitt, Doris Day, Kay Starr and many others.

Obviously, there must be an audience for female singers.

That audience has been developed by the juke boxes.

The needs of 550,000 juke boxes have in fact completely changed the music and record businesses. For the juke boxes themselves are now not only a major source of sales, but in turn act as one of the most important ways in which records can be exposed to the public.

Today a record company cannot think in terms of a market of female children between the ages of fourteen and seventeen. They must think in terms of juke box needs which encompass much broader horizons than the limited audience which record firms may have thought about before.

They must satisfy a much greater proportion of the nation's population than ever before.

In short they must make records for every type of individual.

Today therefore, every artist male or female, has an equal chance to have a hit record. Today all records have the opportunity to reach the top.

And this is due to the juke box, the artist's best friend.

THE PIC OF THE SHOW...
THE PIC OF THE OPS...
THE PIC OF THE DJ's...

THE NATION'S NEWEST SINGING STAR...

DANNY CAPRI...

singing...

"YOU'RE SO SIMPATICO" and "MAMA NICOLINI"

PIC RECORD-0001 (45-0001)

Distributors: For available territories contact
MORRIS DIAMOND—National Sales Promotion

PIC RECORDS, INC., 35 West 53rd (JU 6-0734) N.Y.

BEST WISHES MOA

TIFFANY
Fine Recordings

. . . . takes this opportunity to thank the . . .

Music Operators of America

. . . for their very grand cooperation. The entire "Tiffany" distributing organization stands ready to serve you better . . . all-ways

Benart Distributing Company
327 Frankfort St.
Cleveland, Ohio

Cosnat Distributing Company
315 W. 47th St.
New York, N. Y.

Cosnat Distributing Company
1710 North St.
Philadelphia, Penna.

Diamond Record Distributing
1819 Pico Blvd.
Los Angeles, Calif.

Dobbs of Dallas
135 Leslie St.
Dallas, Texas

Hit Records Distributors
1043 Central
Cincinnati, Ohio

Lew Bonn Company
1211 La Salle Ave.
Minneapolis, Minn.

M.S. Distributing Company
2009 S. Michigan
Chicago, Illinois

Music Suppliers of New England
263 Huntington
Boston, Mass.

Mangold Distributing Company
211 S. Eutaw St.
Baltimore, Md.

Pan American Supply Company
2061 Champa St.
Denver, Colorado

Oklahoma Record Supply Company
627 Northwest Second
Oklahoma City, Okla.

Pan American Distributing Co.
3731 Woodward Ave.
Detroit, Michigan

Pan American Distributing Corp.
3401 N.W. 36th St.
Miami, Florida

Roberts Record Distributing Co.
1518 Pine St.
St. Louis, Missouri

TIFFANY RECORDING COMPANY
332 S. Michigan Ave., Chicago
HA. 7-4593

Increased Capacity Phonographs

UP ADULT DISK SALES

For the past several years, the capacity of juke boxes has been growing greater and greater, until today they hold anywhere from 80 to 120 sides.

The effect of this increase has been felt in almost all spheres of the music and record industries.

Most disk companies have been enjoying boom business for the last few months. This coincides with the placing on location of more and more new, larger capacity phonographs.

It seems obvious that if an operator has more slots to fill, he must buy more records. And he's been doing that.

But even beyond the operator's purchases, the effect upon public purchases of records, because of the new juke boxes, has been even greater.

Until recently, operators economically could only afford to place top hits in their machines. This of necessity left many lesser songs out in the cold, tunes which might have become hits had they been able to get enough exposure.

Now the situation is very different—and the results are different too. Juke box operators can afford to place all types of material in their phonographs. There has, for instance, been a large increase in the kind of music which almost borders on the semi-classical and which until recently would have stood very little chance in the juke boxes. Specifically we mean such numbers as "Ebb Tide" and "April In Portugal."

Furthermore, many locations in the proper areas have been able to program foreign records which more and more are becoming important factors in local situations.

But perhaps one of the most gratifying results of all is the increase of adult purchasing of records which has resulted from the multi-selective phonograph.

Juke boxes which today can program a variety of types of records are acting as a show case through which an adult listening audience can find exactly what it wants in the way of music. When only top hits were available on the juke boxes, they naturally couldn't appeal to everyone. But today when all kinds of records are available, it's a fact that almost everyone who listens can find some type of music which is appealing enough to buy.

And so one of the best results of the increased capacity of juke boxes is that it has stimulated the entire record business. And it has done this not only by increasing sales but also by opening up a wider vista for record firms.

It means that records which are not top hits are going to be showcased, exposed to the public so that they can decide whether they want to buy them or not.

It means that disk companies don't always have to go for that number one hit but can afford to experiment even if they only come out with a medium hit.

And it means that because of these factors, the entire music business including the record companies, publishers, artist, writers and everyone else, have had a larger market opened to them and a greater potentiality for future income.

FOR HITS GALORE IN '54—COME TO

JUBILEE

America's Fastest Growing POP & R+B Label...

RECORDS

Current Juke Box Favorites

The ORIOLES

DON'T GO TO STRANGERS
(COME TO ME)

Secret Love

JUBILEE # 5137

The FOUR TUNES

DO DO DO DO DO DO DO IT AGAIN

MY WILD IRISH ROSE
JUBILEE # 5135

OTHER CURRENT JUBILEE HITS

MARIE # 5128
I GAMBLED WITH LOVE 4 Tunes
THERE'S NO ONE BUT YOU # 5134
ROBE OF CALVARY Orioles
BIRTHDAY CARD SONG # 6060
LOVE ME, BABY Betty Jones
ROMEO & JULIET (Dialect) # 3526
Parts 1 & 2 Happy Lewis—Mae Questel

WHY DO A DRINK MAKE YOU THINK? # 5138
BROWN GAL Deek Watson
IT'S HEAVENLY # 6055
YOU CALL IT MADNESS Danny DeCarlo
THIS IS YOU # 6056
I'LL ALWAYS REMEMBER Pat Terry
MELANCHOLY SERENADE # 6058
BREAK MY HEART Bobby Breen
SOMEONE, SOMEWHERE # 6059
I DON'T WANT TO GO ON LOVING Chuck Leonard Quartet

Available in Canada on QUALITY Label

JUBILEE RECORDS

315 W. 47th St., N.Y.C., N.Y.

A HIT L.P.
PARDON MY BLOOPER
(Radio & TV's Most Hilarious Boners
L.P. 2 and E.P. 5011

NOW on JUBILEE
JUST RELEASED!
The New Hit by
BETTE McLAURIN
with Sy Oliver Ork. and Ray Charles Singers
"I'M ALONE BECAUSE I LOVE YOU"
b/w
"PLEASE DON'T LEAVE ME"
JUBILEE # 5139

Future Star

JIMMIE KOMACK

NEW YORK—Every once in a while a new personality hits the entertainment world with such obvious talent and star potential that *The Cash Box* likes to bring him to the attention of the trade. Such a personality is Jimmie Komack who's been playing at the Number One Fifth Avenue hotel here in New York. Jimmie has been knocking the audience out nitely—and he's only displaying a fraction of his talents. For not only is he just about the most promising young comedian around, but he also has a terrific singing voice which should be a great bet for records. And on top of all this, he writes songs. His latest is "Popcorn For You" which comes out next week on the Decca label sung by Janet Brace. So keep your eye on Jimmie Komack. He can't miss.

Fred Allen "Judge For Yourself" Show Racks Up High Percentage Of Picks With New Music Formula

NEW YORK—Of all the music shows on TV which have based their format on the picking of future hits, the Fred Allen "Judge For Yourself" show on NBC-TV seems to have the best average of picking the hits. This is indicated by the fact that since January 5, when the program adopted its present formula, thirteen of the eighteen songs played have made *The Cash Box* charts either the "Most Played By The Nation's DJ's," the "Top Juke Box Tunes," or the "Nation's Best Selling Records."

Format of the show has a panel of judges, each making his selection of the best of the three tunes played. The studio audience also judges the tunes via an applause meter. If the panelist picks the tunes in the same order as the audience, the former gets $1,000.

This new format replaced the variety act portion of the show. The tunes are sung by Bob Carroll, the Skylarks and a gal singer who's been changed from time to time. Current one is Judy Johnson.

A rundown of the songs shows that in last week's issue of *The Cash Box,* the following tunes which were picked on the show, hit the following charts in the position indicated:

"The Nation's Top Juke Box Tunes"

8. From The Vine Came The Grape
10. Till We Two Are One
14. Make Love To Me
15. Young At Heart
16. Somebody Bad Stole De Wedding Bell
22. Lovin' Spree
23. Cross Over The Bridge
25. Bell Bottom Blues
29. Wanted
30. Do Do Do It Again
31. Man Man Is For The Woman Made

"The Nation's Best Selling Records"

5. From The Vine Came The Grape
8. Make Love To Me
11. Young At Heart
13. Till We Two Are One
15. Somebody Bad Stole De Wedding Bell
17. Lovin' Spree
21. Wanted
22. Bell Bottom Blues
23. Cross Over The Bridge
32. Cabbages And Kings
35. Man Man Is For The Woman Made
38. Venus De Milo
46. My Baby Rocks Me
47. Do Do Do It Again

"Most Played By The Nation's DJ's"

5. Young At Heart
6. From The Vine Came The Grape
9. Till We Two Are One
13. Cross Over The Bridge
15. Somebody Bad Stole De Wedding Bell

Valando Develops New Writers For His Sunbeam Firm

NEW YORK—Tommy Valando's foresight and patience in developing young writers for his Sunbeam Music firm has paid off with his hitting the jackpot on "Young At Heart". Tune was written by Johnny Richards and the lyrics by Carolyn Leigh, who has now become one of the hottest lyric writers in the business. As a result of this one hit, she has received the assignment to write the songs for "Peter Pan", the musical in which Mary Martin is going to star. Valando is also being swamped with calls from A&R men who want to see other tunes that she has written.

When Valando began his Sunbeam firm as a BMI affiliate more than a year ago, he decided that the best way he could assure himself of a steady source of material was to put his money into new promising writers. It was on this basis that he started several writers on their careers, including Thomas and Biggs, who have now come through with a hit "Melancholy Me" for another firm, Sheldon Music.

Valando has long been associated with the development of top writers Benjamin and Weiss, who are under exclusive contract to him. This duo, which has had hit after hit, is currently riding high in Valando's ASCAP firm with "Cross Over The Bridge".

In addition, Valando is working with Bernie Wayne who he says had some great material forthcoming. It was Valando who set Wayne's recording deal with Coral.

Valando, who is constantly building his firm, sees a host of hits for the future not only in his currently established writers but in the many new ones he is now developing.

Pincus' Son Joins Firm

NEW YORK—Lee Pincus has joined his father's publishing firm, George Pincus Music.

Lee is a recent graduate of Cornell University and while there led his own band. He is an accomplished pianist.

Pincus' first hit was "The Jones Boy" and currently "The Sparrow Sings" looks hot.

KING RECORDS

KING KEEPS ON BANGING OUT THE HITS

EARL BOSTIC
MY HEART AT THY SWEET VOICE
CRACKED ICE
King 4699

TINY BRADSHAW
PING PONG
POWDER PUFF
King 4687

COWBOY COPAS
I'LL BE THERE
STRANGER IN MY HOME
King 1329

MOON MULLICAN
GOOD DEAL, LUCILLE
WANTED
King 1337

LULA REED
WATCH DOG
YOUR KEY DON'T FIT IT NO MORE
King 4688

THE ROYALS
WORK WITH ME ANNIE
UNTIL I DIE
Federal 12169

THE STRANGERS
I'VE GOT EYES
MY FRIENDS
King 4697

BONNIE LOU
DON'T STOP (Kissing Me Goodnight)
THE WELCOME MAT
King 1318

BIG JAY McNEELY
MULE MILK
ICE WATER
Federal 12168

AVAILABLE ON 45 RPM
DISTRIBUTED BY
King RECORDS
AVAILABLE IN CANADA ON
Quality-KING RECORDS

BROADWAY SENSATION
Sings Every MOOD Record To a Hit
FAY DE WITT
"MISERLOU"
"Snap-Snap-Snap Your Fingers"
MOOD # 1014
MOOD RECORDS
74 Prospect St.
(Un. 4-2200)
Cambridge, Mass.

To Members of the Music Operators of America
Gathered in Chicago and Everywhere . . . . .

Thanks—
Eddie Fisher

THIS IS A MUST!

Listen to the voice that's launching a million records!

HELEN TROY

singing

"I GET THE BLUES WHEN IT RAINS"

WITH BUDDY BAKER'S ORCHESTRA

B/W

VICTOR HERBERT'S

"A KISS IN THE DARK"

WITH

JUD CONLON'S RHYTHMAIRES

AND VAN ALEXANDER'S ORCHESTRA

EXCLUSIVELY ON

VITO RECORDS

Records Availa[illegible] And 78 RPM. Order From Y[illegible] Distributor Now. Distributors In Every Major City.

VITO RECORDING COMPANY

8853 Sunset Boulevard • Hollywood 46, California • CRestview 4-6919

What Does The Juke Box Mean To A Publisher?

There are several vital questions which every publisher in the business asks himself constantly. One is, "How can I get my tune recorded?" and another is "When I do get a record, how can I best promote it?"

A publisher asks himself these questions not because records are his only income, but because without records he has nothing. It is the basis for all his income.

A few years ago, it would have been revealing to say that all hit songs depend on records. Today it is axiomatic.

Simply and briefly, the music business revolves around records.

It doesn't pay any longer to moan about what used to be. It doesn't pay to long for the good old days. The only important thing is to get into the swing of the business as it exists today, to get material that is acceptable this year (not the kind that was acceptable a decade ago), to develop contacts with the A & R men who can give you records (ever changing and ephemeral as A & R jobs may be) and lastly to concentrate on the means of promotion that will do the most good.

When it comes to promotion, there are two avenues open to the publisher. One is the disk jockey and the other is the juke box operator.

Both of these sources are vital to the creation of a hit. It is no longer a question, as it once used to be, which is more important. Both are so closely related today that it takes an approach to each of them to establish a record.

Publishers' realization of what a disk jockey could do for them came about rather quickly.

But their realization of what the juke box operator could do has had a more gradual development. It started off slowly and grew and grew until today almost every publisher knows how vital it is for him to get his record into the boxes if he expects to make it a hit.

When a publisher gets a record, that's not an end in itself. It's a means to an end. His greatest profit won't come from records. It will come from the sheet music that he can sell on the song. And the only way he's going to sell sheet music is to get his record played as often and in as many places as possible so that people hear the song and want to play it.

With this in mind, it's obvious why publishers must concentrate on juke box play. There are 550,000 juke boxes all over America. They are located every place you look. Now a record that gets into only a small percentage of these boxes is not only giving the publisher direct income from the cost of those records to the operator, but it is giving him a promotional outlet which could not be purchased at any price.

For instance, if it gets into only 10% of the boxes, that means approximately 55,000 locations. And if in each of those boxes it gets played only once a day, that's 55,000 plugs per day or 385,000 plugs a week. And remember, those are minimum amounts. A hit usually gets into 75% of the juke boxes.

Now where can you get 385,000 plugs per week not only at no cost to yourself, but actually also getting a royalty on the records that were put into those boxes?

A publisher's interest in the juke box therefore is a matter of simple arithmetic. It offers him a fabulous avenue of promotion and revenue which he can get nowhere else.

In the last several years, as juke boxes have expanded in numbers and capacity, their importance to the music trade has multiplied so many times that today when a publisher asks himself, "What does the juke box mean to me?", the answer is very simple and clear.

It can mean the difference between profit or loss, a hit or a flop, success or failure.

CORAL RECORDS

- Composer
- Arranger
- Conductor

BERNIE WAYNE

and his Orchestra

...EXCITING
– PULSATING
INSTRUMENTALS

"BOCA CHICA" and "WALTZ FOR MARILYN"

CORAL-61139

CORAL RECORDS

America's Fastest Growing Record Company

"ANYTHING CAN HAPPEN MAMBO"

Recorded By

MEL TORME ★★☆★★★★★★★★ DOLORES HAWKINS

CORAL # 61136 EPIC # 9013

Published By

BEECHWOOD MUSIC

1507 N. Vine
HOLLYWOOD

1730 Broadway
NEW YORK

"I'M AVAILABLE"

by

TOMMY LEONETTI

THE NEW SINGING SENSATION

CAPITOL 2716

PUBLISHED BY

BEECHWOOD MUSIC

1507 N. Vine
HOLLYWOOD

1730 Broadway
NEW YORK

28,000,000 PLUGS A WEEK

28,000,000 plugs per week are a lot of plugs for one song.

Yet on America's 550,000 juke boxes, there are dozens of songs which are getting that many right now.

Recently in this space, while we were discussing the relationship between the music publisher and the juke box operator, we noted that if a song got into only 10% of the nation's juke boxes, that would amount to 55,000 locations. And if those records were played only once a day, it would add up to 385,000 plugs in a week.

But those were minimum figures, It must be remembered that a hit song gets into approximately 75% of the boxes, which means over 400,000 locations. And while a smash may be played more than 100 times a day, let's presume that it's played only 10 times. That adds up to 4,000,000 plays a day or 28,000,000 in a week.

Fantastic?

It's happened over and over again.

What does all this mean?

Obviously, it means a great deal, not only to music publishers, but to everyone else engaged in the music and record businesses.

Where else can you get the number of plugs which the gigantic network of juke boxes located clear across the nation provides? Where else can you get that kind of promotion? And where else do you have a market that not only pays for its records but at the same time creates further markets in which those records can be sold?

Although most people in the business today realize the tremendous part played by the juke box operators of America in establishing a hit, many are taken aback by such figures as these. Not that they think they aren't true. Obviously they are—and if anything, they are understated. What these people almost always remark is that they have never stopped to think about them before, never realized that they amounted to such large proportions.

But it is something to think about.

For these figures show conclusively that the importance, value and necessity of the juke box to the music business can never be overstated. It provides a base of sales and an avenue of promotion which is unparalleled in the entertainment world.

Now the big question which each person in the music business must ask himself is "How can I fit into this picture? How can I take advantage of this tremendous outlet?"

The answer may be different for each one but essentially it involves letting the juke box operator know about your song, record or artist. It means exposing what you have to sell through a medium which he uses.

In other words, if he doesn't know about it, he can't buy it or program it.

The juke box market, as we've shown, is a fantastic one not only in the amount of plugs which it provides for records, but also in the amount of records which it absorbs and pays for.

It is a market which you, as a member of the music business, owe it to yourself to cultivate to its fullest extent.

Thanks Ops —
We appreciate
all those
plays.

Currently
**HOTEL
ROOSEVELT**
New York

On TV-WNBT
**"GUY
LOMBARDO
SHOW"**
for Lincoln-Mercury

Guy LOMBARDO

and his Royal Canadians

Radio
Transcriptions
for
F. W. ZIV CO.

Latest Decca Releases

YOUNG AT HEART
I GET SO LONELY
with BING CROSBY
Decca 29054

'TIL WE TWO ARE ONE
OUR HEARTBREAKING WALTZ
Decca 29022

THE JONES BOY
WOMAN
Decca 28985

Direction
**MUSIC
CORPORATION
OF AMERICA**

Publicity
**DAVID O. ALBER
ASSOCIATES, INC.**
Gene Shefrin

DECCA
RECORDS

Press Box Confab

NEW YORK—Cathi Basic, songstress who's making a bid for the top on the Goldmine Record label, gets some tips from pro Del Casino (seated) on how to do just that. Confab took place at the Press Box Restaurant, recently, where the Circus Saints and Sinners gave a luncheon for Desi Arnaz and Lucille Ball. Listening in is Henry Costello, host and co-owner of the eatery. Del reminded Desi about old times when the two were reminiscing. When Casino was vocalist with the Xavier Cugat band, Desi was the bongo player. Del's next BBS record will be a tune called "I'm Jealous Of You."

Research Craft Company
Producers of
Finest Custom Record Pressings That Quality Materials and Intelligent Skill Can Offer
Any Type of Phonograph Record in Shellac • Flex • Vinylite
1037 N. Sycamore St. • Los Angeles 38, Calif. • Hollywood 5-6128

THE SURPRISE HIT ALBUM OF THE YEAR!

MATT DENNIS
PLAYS AND SINGS
TREND
RECORDING ARTIST

T L-1500
Write for your free catalog.
DEPT. B

TREND RECORDS
650 N. SEPULVEDA, LOS ANGELES, CALIF.

Juke Box Ops Repeat Need For:

2 MINUTE RECORDS

Years ago, *The Cash Box* won the plaudits of the nation's juke box operators when it proposed, and continued to crusade for, 2-minute records. As *The Cash Box* has always explained, the differential between the 2-minute and 3-minute recordings meant as much as 50% more income for the average juke box operator.

The unshakeable fact remains that there are still only 60 minutes to the hour. And during what is known as "peak hour play periods," the operator must be able to serve the public as many records as he possibly can.

"Peak hour play" is that period during the day or evening when the juke box is continually fed coin so that the play goes on without halt, sometimes for one hour, sometimes for two or possibly more hours. That is usually the time when the location is busiest and the patrons of the location continue to insert coins into the juke box one after the other.

During the "peak hour play periods" then, the juke box operator needs as many plays as he possibly can obtain from the patrons of the location, for this is his bread and butter period of the day or night.

Three-minute records, even if there was no time wasted for changeover from one record to another, would still mean but 20 coins in the phonograph.

Similarly, two-minute recordings, also not figuring the time taken for changeover from one recording to the next, would mean 30 coins inserted into the juke box to play 30 records.

That means a differential to the juke box operator of 50% more income as well as more play action.

But even two-minute recordings won't play at the rate of 30 per hour, for the changeover time, which on today's modern automatic phonographs is gauged in seconds (and on prewar phonos in minutes) still takes up sufficient time to cut even this 30 down to about 26 or 27 records actually played.

On three-minute recordings with but 20 records to be played during a peak hour, and with the changeovers figured, this is, in most cases, cut down to but 16 or 17 records actually played.

It can be seen therefore that income is tremendously diminished by the 3-minute records, as against the 2-minute records.

As a result of the campaign to establish 2 minutes as the standard time of records, diskeries for the past several years have steadily cut down the length of their records. Whereas only a few years ago, almost all arrangements ran into interminable choruses, today you seldom hear more than two choruses and usually only one and a half. This has had the effect of keeping most records fresh and making the listener want to hear it again rather than tiring him out so that he never wants another listen.

And as far as hits go, there have been several smashes with records that ran 2 minutes—or even less.

But—though the running time has come down, there's still more to be done. For the goal is to have a 2-minute top. It's a feasible goal and one which will be beneficial to everyone concerned—the operator, artist and record firm.

Gratefully

FRANKIE LAINE

New Release

THE KID'S LAST FIGHT

and

LONG DISTANCE LOVE

Columbia 40178

Current Juke Box Favorites

GRANADA

and

I'D GIVE MY LIFE

Columbia 40136

CARL FISHER at the Piano

Exclusively . . .

COLUMBIA RECORDS

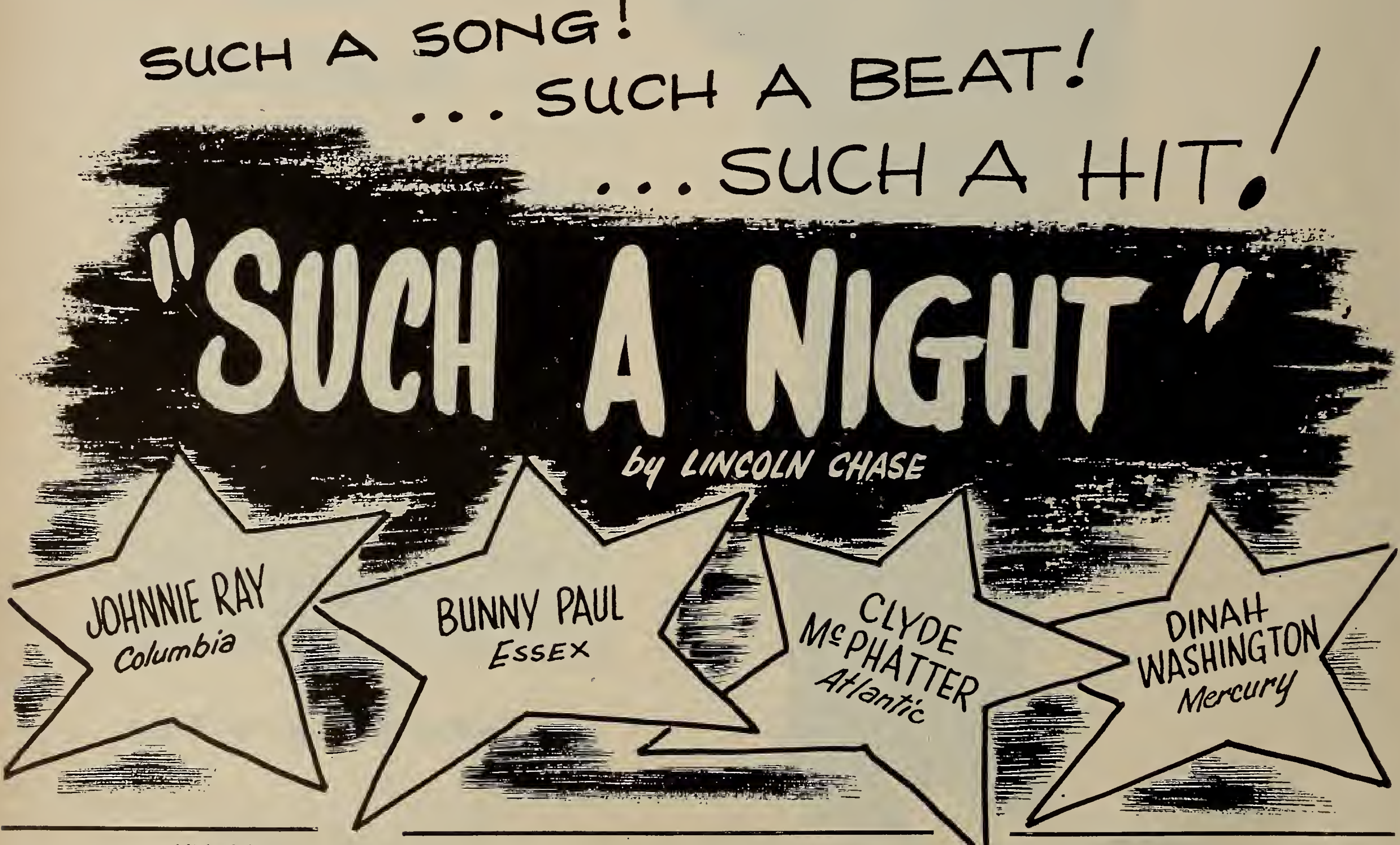
GAC GENERAL ARTISTS CORPORATION
NEW YORK • CHICAGO • BEVERLY HILLS
CINCINNATI • DALLAS • LONDON

Record Promotion:
Los Angeles—SAM LAINE
Chicago—JOE LAINE

Music Exhibitors Showing At MOA Convention

ROOM
801 – MOA HEADQUARTERS
802 – CAPITOL RECORDS
803 – GRAND OLE OPRY
804 – LARRY SPIER, INC.
805 – COLUMBIA RECORDS
809 – B. B. S. RECORD CO.
814 – CENTRAL STATES PHONO OPS
816 – "THE CASH BOX"
817 and 818 – MERCURY RECORDS
819 – MUSIC OPS OF NEW YORK
820 – LONDON RECORDS
821 – BROADCAST MUSIC, INC.
825 – NO. ILLINOIS MUSIC OPS
826 and 827 – BENIDA RECORDS
830 – PAUL BARRETT

ROOM
831 – JAMES H. MARTIN, INC.
832 – PERMO, INC.
833 – DECCA RECORDS
834 – CORAL RECORDS
835 – RECORDED MUSIC SERVICE ASSN.
836 and 837 – M. S. DISTRIBUTING CO.
839 – CALIFORNIA MUSIC GUILD
840 – THE BILLBOARD
843 – DOWNBEAT
846 – PAUL BENNETT NEEDLE CO.
850 – GATEWAY RECORDS
851 and 852 – RCA VICTOR
855 – BARNEY YOUNG
856 – PIC RECORDS
857 – ABBOTT RECORDS
858 – ESSEX RECORDS


SUCH A SONG!
... SUCH A BEAT!
... SUCH A HIT!
"SUCH A NIGHT"
by LINCOLN CHASE
JOHNNIE RAY
Columbia
BUNNY PAUL
ESSEX
CLYDE McPHATTER
Atlantic
DINAH WASHINGTON
Mercury

published by
RALEIGH MUSIC
DAVE DREYER
1650 Broadway, New York, N. Y.

LITTLE MISS HIT MAKER...

TERESA BREWER

Thanks, Fellas—for your kind assists. You made it all possible.
Teresa

FIRST

TILL I WALTZ AGAIN WITH YOU

THEN

RICOCHET

AND NOW

OUR HEARTBREAKING WALTZ

and

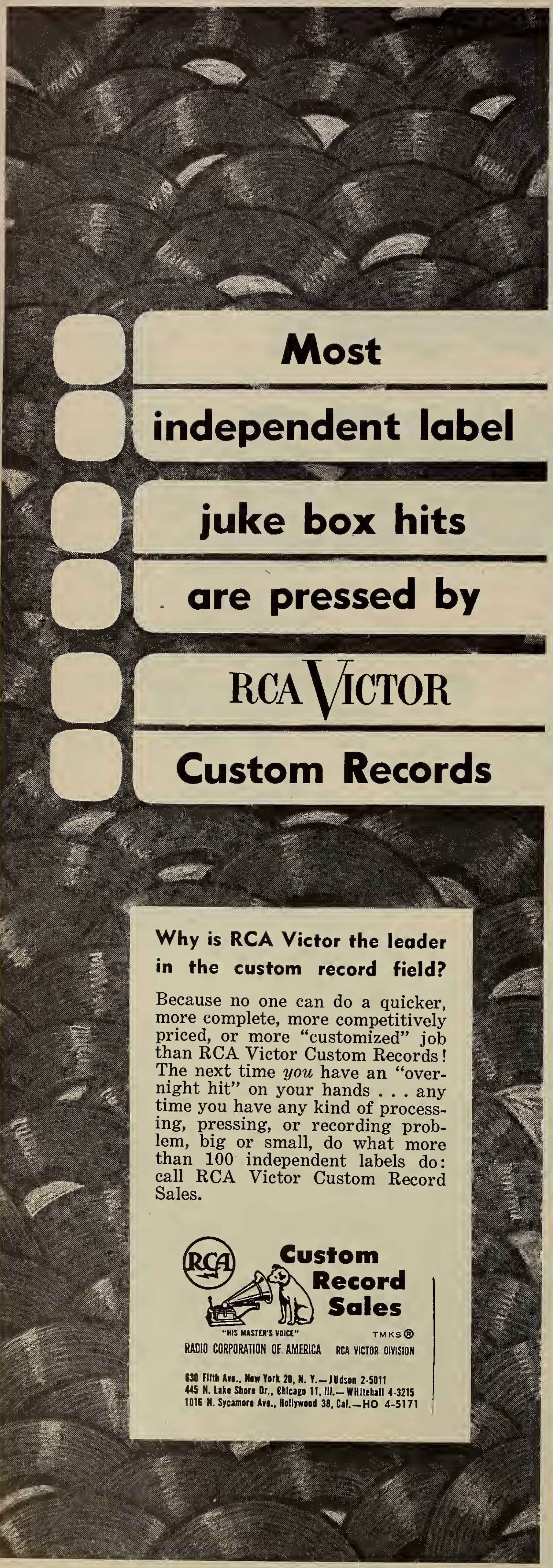
BELL BOTTOM BLUES

Coral 61066

CORAL RECORDS

MCA

Personal Manager
RITCHIE LISELLA



Most independent label juke box hits are pressed by RCA VICTOR Custom Records

Why is RCA Victor the leader in the custom record field?

Because no one can do a quicker, more complete, more competitively priced, or more "customized" job than RCA Victor Custom Records! The next time *you* have an "overnight hit" on your hands . . . any time you have any kind of processing, pressing, or recording problem, big or small, do what more than 100 independent labels do: call RCA Victor Custom Record Sales.

RCA Custom Record Sales
"HIS MASTER'S VOICE" TMKS®
RADIO CORPORATION OF AMERICA RCA VICTOR DIVISION

630 Fifth Ave., New York 20, N. Y.—JUdson 2-5011
445 N. Lake Shore Dr., Chicago 11, Ill.—WHitehall 4-3215
1016 N. Sycamore Ave., Hollywood 38, Cal.—HO 4-5171

Sheldon Music Enlarges Staff

"Doc" Berger To Handle Dee Jay and Artist Contact. Al Wilde, promotion and publicity.

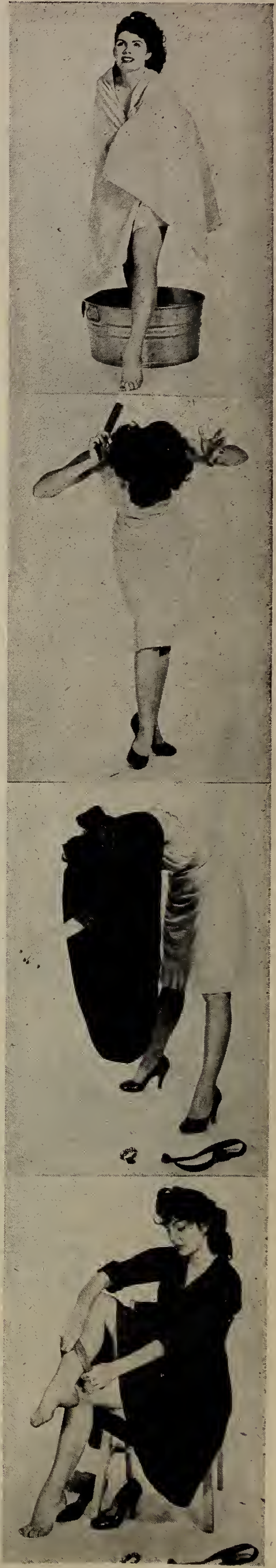
NEW YORK—Goldie Goldmark, general professional manager of Sheldon Music Publishing, announced this week the enlargement of Sheldon's professional staff.

One of the most energetic promotion men in the music biz, Doc Berger, who recently recovered from a series of ulcer operations, and who is personally familiar with practically every disk jockey in the country, was signed to act as a dee jay contact and direct artist contact. Berger will work under professional manager Bert Haber. The "Doc" will promote Sheldon tunes in conjunction with Bob Cole, who is working out of Chicago, and Sonny Golden who operates out of Los Angeles.

In addition, Al Wilde, well known for his promotion behind the shows sponsored by the Gale Agency, will handle promotion and publicity for the pubbery in 21 cities. All of the aforementioned will be under the supervision of Goldie Goldmark and Moe Gale.

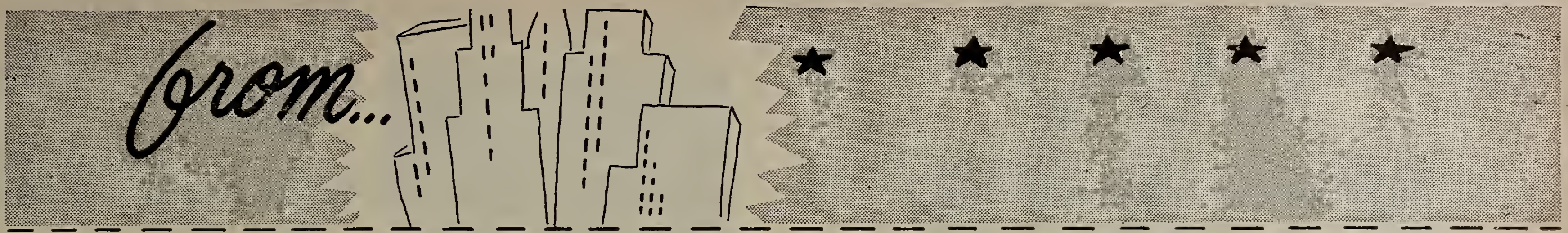
The additions to the staff were necessitated by the success of the music firm's "Melancholy Me," recorded by Eddy Howard (Mercury), Smith Brothers ("X"), and Ella Fitzgerald (Decca). The new Lou Monte record of "Somewhere There Is Someone" on RCA Victor; the new Sunny Gale disk "Don't Cry Mama" on RCA Victor; Teresa Brewer's soon to be released Coral platter "Jilted"; Robert Merril's "My Love Is Like A Red, Red Rose"; and the many waxings of "Backward, Turn Backward" which will soon be marketed, made the enlargement of Sheldon's promotional staff necessary.

Reverse Strip



NEW YORK — A recent promotion stunt by Bernie Miller, RCA Victor promotion head of the popular records division, has stirred up quite a bit of talk in the trade. Promotion was aimed at kicking off new RCA Victor artist Wyoma Winters who recorded "Where Can I Go Without You" and "Repeat Performance."

Miller sent out photos to the entire Victor deejay list two days apart with only the caption "Ready? No, not yet! RCA Victor Records." Final mailing was a full portrait of Wyoma and the titles of her songs.



Thanks Ops
for all those spins
"The Istanbul Boys"

THE FOUR LADS

Current Juke Box Favorites

CLEO AND MEO

and

DO YOU KNOW WHAT LIPS ARE FOR

Columbia 40177

Still Riding High

Harmony Brown

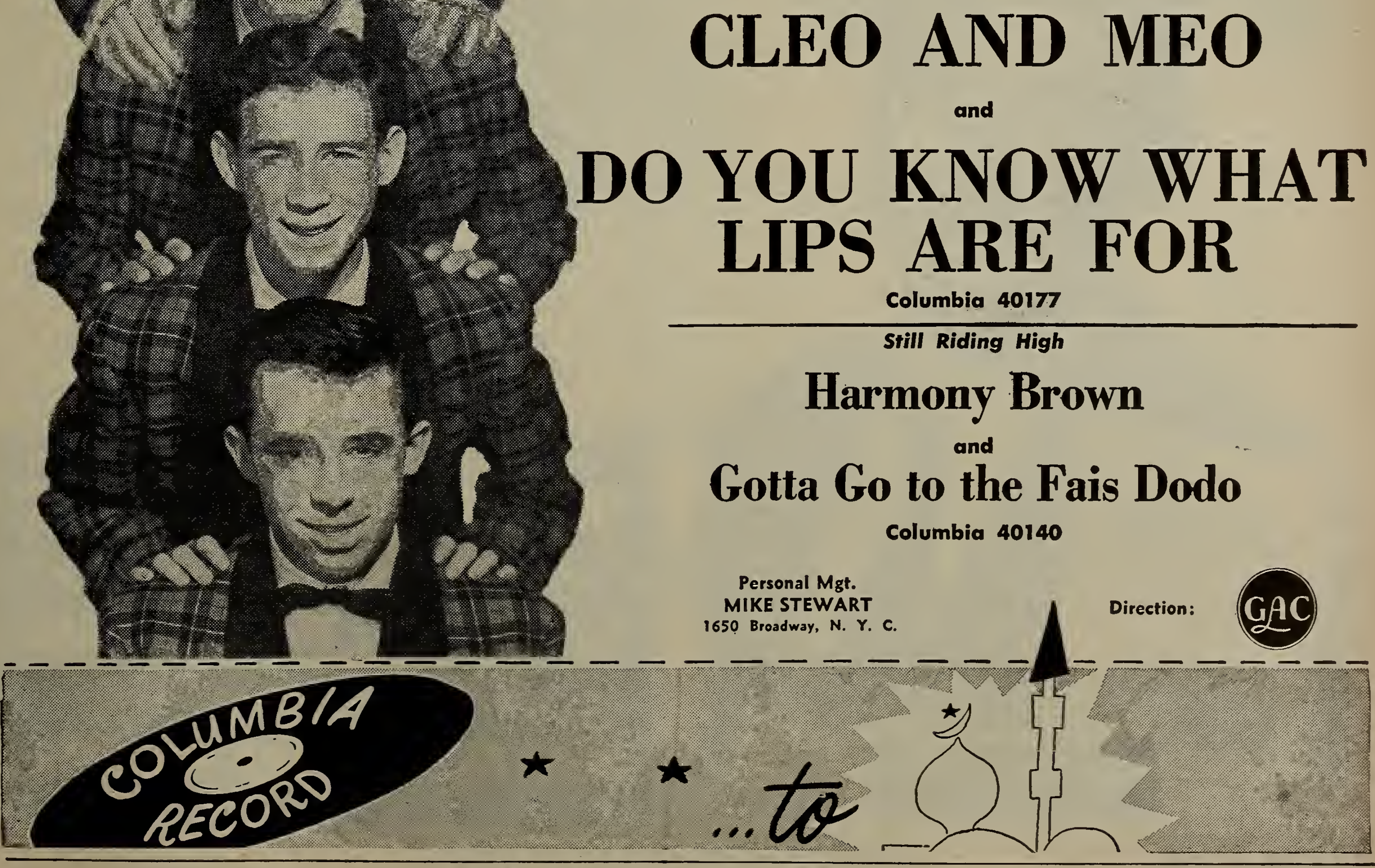
and

Gotta Go to the Fais Dodo

Columbia 40140

Personal Mgt.
MIKE STEWART
1650 Broadway, N. Y. C.

Direction: GAC



LOU MONTE

extends

GREETINGS AND THANKS

to the

MUSIC OPERATORS OF AMERICA
The Disk Jockeys And The Dealers

for making possible The Nation's Top Hit

"Darktown Strutters Ball"

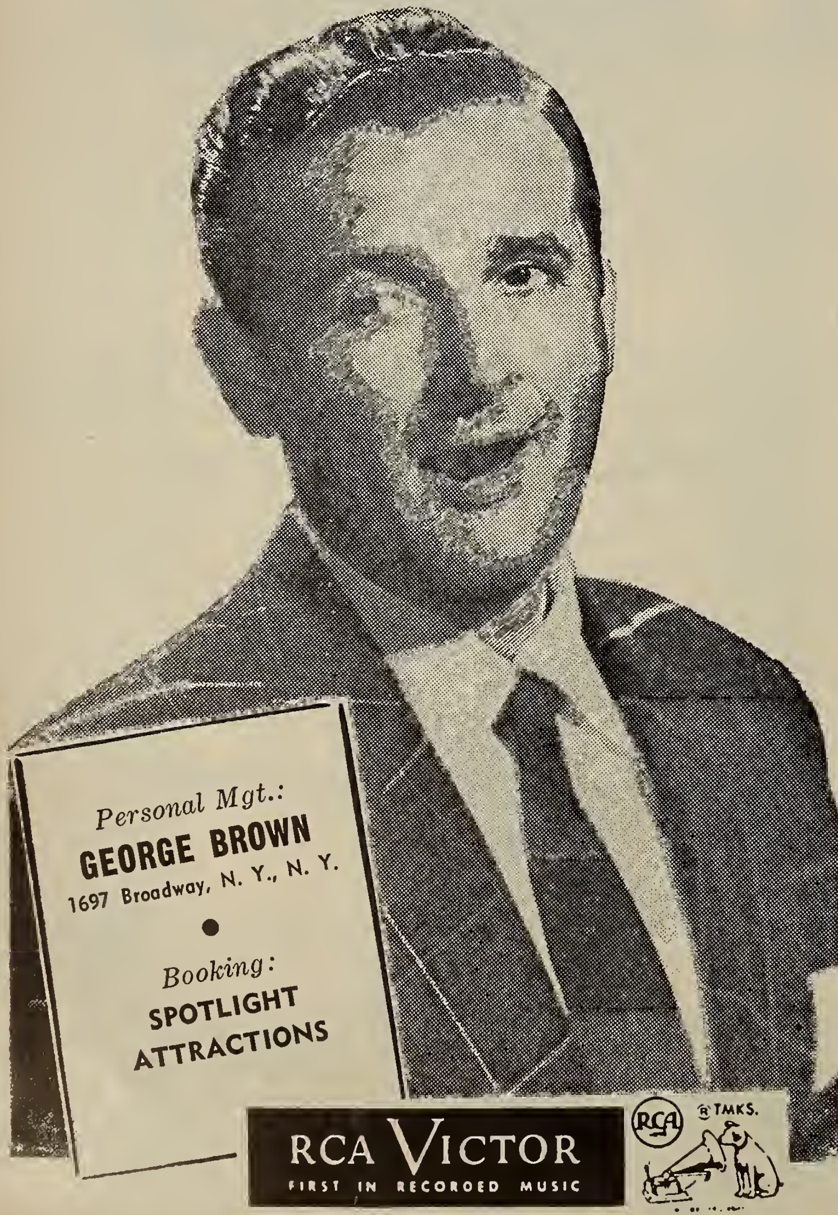
RCA Victor # 20-5611

●

Just Out . . . The Hit Of The Show!

"Somewhere"
(There Is Someone)

RCA Victor 20-5691
47-5691 (45 rpm)



The Big Switch

NEW YORK—Here is an unusual switch. After Eddie Fisher's latest recording session, when he waxed "Anema E Cora" and "A Girl, A Girl," there was plenty of time before the session's period was up. So Eddie Fisher and Hugo Winterhalter changed places. Eddie conducted the orchestra and Hugo did the vocal. The results were put on wax and Victor has it. Looking on with smiles are Bernie Miller, head of pop promotion and Joe Carlton, A & R head.

King Adds Seven Artists To Country Roster

CINCINNATI—Al Miller, King Records exec, reports that the diskery has recently signed a host of new country and western recording artists. Among those inking the pact were The Morgan Sisters, a trio whose first release is dubbed "Pine Tree, Pine Over Me" and "Low Down Hoe Down." Also joining the label were Herb and Kay, a husband and wife team. Miller reports that their first record, "Coffee Blues," is dong pretty well. Ralph Sanford, a 16 year old Dallas High School lad and Jimmy Vernon from Shreveport, round out the new editions to the King family.

37 Dee Jay Interviews

Verna Leeds, currently on Original Records with "Alone At Our Old Rendezvous" and "It Takes a Long, Long Train With A Red Caboose (To Carry My Blues Away") did 37 deejay interviews in her fourteen day tour through seven cities. The vocalist covered 2300 miles.

Interviews in Cleveland were with Tommy Edwards (WERE), Todd Purse (WJW), Bill Gordon, (WHK), Phil McLean (WERE), Tom Brown (WHK), Joe Mulvihill (WTAM), Lee Sullivan (WERE), Jack Gale (WSRS) and a five-minute interview was taped with Bill Randle (WERE).

In Indianapolis (where Verna appeared on the front page of the Indianapolis Times' February 19th edition with a plug for her record), she appeared with Bernie Herman (WIRE) and Vic Knight (WXLW).

Toledo deejay appearances included Gene Dickey (WSPD), Bernie Young (WSPD), Paul Potosky (WTOD), Jack (Bettinger) and Jill (Dotty Bohmn) (WTOL) and a 15-minute interview was taped with Tom Josephsen (WTOL).

Detroit was a madhouse, with guest shots with Bob Murphy (WJBK), Don McLeod (WJBK), Tom Finn (WKMH), Robin Seymour (WKMH), Ralph Binge (WJBK), Tom George (WJBK), Larry Gentile (WJBK), Jack Surrell (WXYZ), "Laura" (WWJ), Joe Gentile and Ralph Binge (WJBK), Ross Mulholland (WWJ) and a record hop for Robin Seymour that night.

Chicago appearances were with Stan Dale (WJJD) and Bill Anson (WENR).

The Cincinnati schedule included interview with Bill Dawes (WCPO), Rex Dale (WCKY), Will Lenay (WSAI) and Gil Sheppard (WCPO).

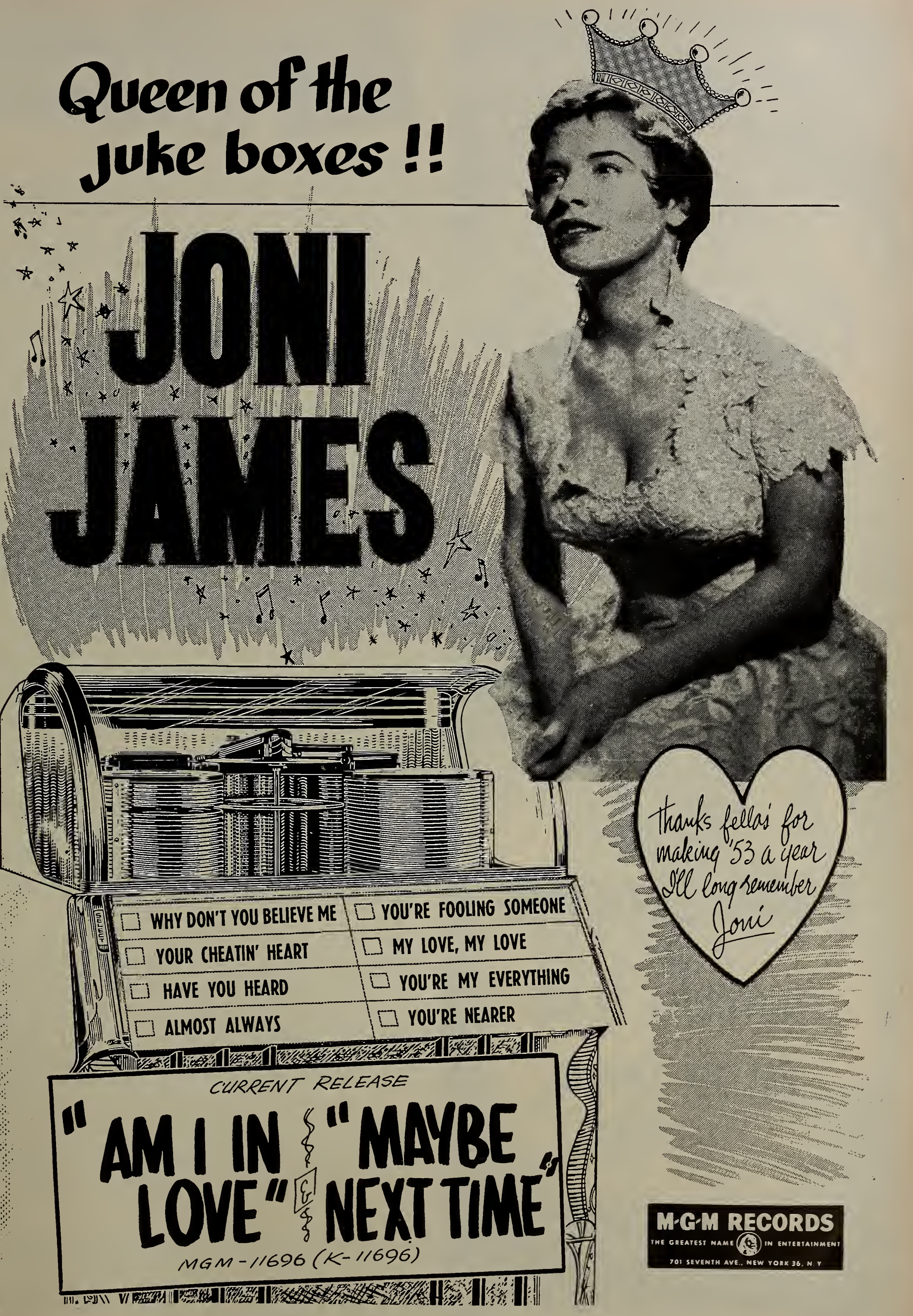
In Columbus, Verna was heard with Gene Fullen (WBNS) and Maurice Jackson (WVKO). In fact Jackson's "Make It Or Break It" show witnessed an all-time record: Jackson took 35 telephone calls in one minute and fifty seconds. Thirty of these were to "Make It" with the result that Jackson will lean heavily on the disc for several weeks!

Buddy Basch accompanied Verna on the trip.

The New Smash
The JOHNSTON BROTHERS
sing
"CRYSTAL BALL"
b/w
"THE CREEP"
(vocal)
London 1423; 45-1423
LONDON

Sol Winkler
George Mysels
writers of
"SAY A PRAYER"
by
FAYE ADAMS
Herald # 423
say "Thanks Ops
for your many plays"

NORMAN KNUTH AND HIS STARLITERS AT THEIR BEST
"HAMBURGERS AND COKE"
Happy Pleasant Novelty
with LOUISE BARBER and CARL PARADISO, Vocal, and Knuth Orchestra
b/w
"LET ME LOVE YOU ONCE AGAIN"
CARL PARADISO, Vocal
Sample records available to Juke Box Operators, Record Distributors
and Disc Jockeys.
NEWTONE RECORD COMPANY
1650 BROADWAY NEW YORK 19, N. Y.



Queen of the juke boxes !!

JONI JAMES

- ☐ WHY DON'T YOU BELIEVE ME
- ☐ YOUR CHEATIN' HEART
- ☐ HAVE YOU HEARD
- ☐ ALMOST ALWAYS
- ☐ YOU'RE FOOLING SOMEONE
- ☐ MY LOVE, MY LOVE
- ☐ YOU'RE MY EVERYTHING
- ☐ YOU'RE NEARER

CURRENT RELEASE

"AM I IN LOVE" & "MAYBE NEXT TIME"

MGM-11696 (K-11696)

thanks fellas for
making '53 a year
I'll long remember
Joni

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE., NEW YORK 36, N. Y.

MOA'ers Can't You Hear Those Coins Clicking?

Karen Chandler

Sings

POSITIVELY NO DANCING

and

HIT THE TARGET, BABY

Coral 61137 (78 RPM)
and 9-61137 (45 RPM)

Eydie Gorme

Sings

CROCODILE TEARS

and

FALLEN APPLES

Coral 61138 (78 RPM)
and 9-61138 (45 RPM)

CORAL RECORDS
America's Fastest Growing Record Company

RIAA

THE CASH BOX Album Reviews

CLASSICAL:

"TEN UNFORGOTTEN STARS"—John Charles Thomas, Enrico Caruso, Lucrezia Bori, Tito Schipa, Rosa Ponselle, John McCormack, Lawrence Tibbett, Giuseppe de Luca, Amelita Galli-Curci, Beniamino Gigli. RCA Victor LCT-1138 (12" LP) List: $5.45

ENRICO CARUSO: MANON LESCAUT: ACT I; DONNA NO VIDI MAI—PUCCINI.
ENRICO CARUSO: IL TROVATORE: ACT IV; AI NOSTRI MONTI—VERDI.
JOHN McCORMACK: SEMELE: O, SLEEP! WHY DOST THOU LEAVE ME—HANDEL.
TITO SCHIPA: BARBER OF SEVILLE: ACT I; ECCO RIDENTE IN CIELO—ROSSINI.
BENIAMINO GIGLI—GIUSEPPE DE LUCA: LA GIOCONDA: ACT 1; ENZO GRIMALDO, PRINCIPE DI SANTAFIOR—PONCHIELLI.
AMELITA GALLI-CURCI—TITO SCHIPA: LA TRAVIATA: ACT I; UN DE FELICE—VERDI.
JOHN McCORMACK: LA TRAVIATA: ACT II; DE' MIEL BOLLENTI SPIRITI—VERDI.
LUCREZIA BORI: MIGNON: ACT I; CONNAIS-TU LE PAYS?—THOMAS.
ROSA PONSELLE: NORMA: ACT I; CASTA DIVA—BELLINI.
BENIAMINO GIGLI: L'ARLESIANA: ROMANZA DI FEDERICO—CILEA.
LAWRENCE TIBBETT: OTELLO: ACT II; CREDO IN UN DIO CRUDEL (IAGO'S CREED)—VERDI.
JOHN CHARLES THOMAS: BARBER OF SEVILLE: ACT I; LARGO AL FACTOTUM—ROSSINI.
BENIAMINO GIGLI: TURANDOT: ACT III; NESSUN DORMAI—PUCCINI.

The voices of ten great and unforgotten opera stars, singing arias well known to opera lovers, are joined in this "Treasury of Immortal Performances". All of the above names are deeply embossed on the pages of opera history. Four of the artists, Caruso, Miss Schumann-Heink, McCormack and de Luca are no longer living. Five are no longer actively engaged as performers. Only Beniamino Gigli is actively engaged in Italy. All but McCormack were members of the Metropolitan Opera Association. Here the opera enthusiast has renditions, that, if seen performed, he will never have forgotten. The older folks, who remember watching these greats, won't be able to resist this album. And the newer followers will surely want this as a reference to the voices and people with whom everyone compares today's newcomers. Album should be around for a long time to come.

ROBERTA PETERS "Youngest Member Of A Great Tradition"—also Luisa Tetrazzini, Amelita Galli-Curci and Lily Pons—RCA Victor LM-1786 (12" LP) List: $5.45

ROBERTA PETERS: LUCIA DI LAMMERMOOR: ACT I; REGNAVA NEL SILENZIO—DONIZETTI. 2) I PURITANI: ACT I; SON VERGIN VEZZOSA—BELLINI. 3) PURITANI: ACT II; RECITATIVE: O RENDETEMI LA SPEME; ARIA: QUI LA VOCE SUA SOAVE (MAD SCENE); ARIA: VIEN DILETTO. 4) LA SONNAMBULA: ACT III; RECITATIVE: L'ANELLO MIO; ARIA: AH! NON CREDEA MIRARTI—BELLINI. 5) LA SONNAMBULA: ACT III; ARIA: AHI NON GIUNGE 6) LINDA DE CHAMOUNIX: ACT I; O LUCH DI QUEST' ANIMA—DONIZETTI.
LUISA TERTAZZINI: MIGNON: ACT II; IO SON TITANIA—THOMAS.
AMELITA GALLI-GURCI: THE BARBER OF SEVLLE: ACT I; UNA VOCE POCO FA—ROSSINI.
LILY PONS: LAKME: ACT II; LA-BAS, DANS LA FORET (BELL SONG)—DELIBES.

Approximately three years ago an unknown coloratura made an emergency debut in the role of Zerlina in Mozart's "Don Giovanni". Her name was Roberta Peters. Her fabulous voice drew a brilliant response from the public and critics alike. Now the talented artist is an established star, and many people are expecting her to rank as the greatest of the coloraturas in the not too distant future. In this album, assisted by the RCA Victor Orchestra, under the direction of Renato Cellini, Miss Peters offers a number of selections which show her talent and skill. To round out the album, three other great coloraturas are heard. Greats like Luisa Tetrazzini, Amelita Galli-Curci, and Lili Pons. Package is a treat to opera lovers who fancy the coloratura. And Miss Peters' many appearances on television, which have added greatly to her following, should do much for the sale of this recording.

BEETHOVEN—Missa Solemnis—Arturo Toscanini conducting the NBC Symphony Orchestra. Lois Marshall, soprano; Nan Merriman, mezzo-soprano; Eugene Conley, tenor; Jerome Hines, Bass; and The Robert Shaw Chorale. R. C. A. Victor LM 6013 (2-12" L. P.) List: $10.90

RCA Victor is evidently on an all out push on Beethoven's Missa Solemnis. The supreme Toscanini touch, the superb voices of Marshall, Merriman, Conley and Hines, the chorale work of the Robert Shaw group, all blend for a beautiful and touching work. Recording will especially appeal to religious buyers and church goers. The deluxe package is certain to draw attention. A simulated leatherette binding with a glassine window displaying a color picture of two hands pointed in prayer.

JASCHA HEIFETZ—Korngold Violin Concerto in D, Op. 35—Lalo Symphonie Espagnole, Op. 21—RCA Victor High Fidelity LM 1782 (1-12" LP) Los Angeles Philharmonic Orchestra conducted by Alfred Wallenstein—RCA Victor Symphony Orchestra conducted by William Steinberg. List: $5.45

Two of the most beautiful violin concertos are placed back to back for truly a bargain package. The romantic and melodic Korngold concerto is played by Jascha Heifetz with a sweep and brilliance that is thrilling. The delightfully piquant Symphonie Espagnole, which will never be dimmed in its beauty and appeal, is also performed with a virtuosity unsurpassed. Quote from the notes by writer Joseph Wechsberg express expertly the feelings of the reviewer. Says Wechsberg, "The test of a piece of music lies in its repetition. You can hear the Symphonie Espagnole over and over again. Every time you will discover new delights in it." Heifetz is magnificent in his treatment of both pieces.

RICHARD STRAUSS—"Symphony For Wind Instruments In E Flat Major"—MGM E3097 (1-12" LP) Izler Solomon conducting the M.G.M. Orchestra. List: $4.85

Izler Solomon, who made his bow on the MGM label with an exciting recording of Aaron Copland's Music For the Theatre and Kurt Weill's Suite From "Three Penny Opera", comes out with his treatment of one of the last scores to be penned by the late Richard Strauss. Completed only a few months before Strauss' death, this recording represents the first time on records and only the second time performed in this country. A well recorded and orchestrated etching.

LECUONA—"First Piano Quartet"—RCA Victor ERA-176 (EP) List: $1.50

MALAGUENA; DANZA NEGRA; DANZA LUCUMI; ANDALUCIA; LA COMPARSA.

On this record, the "First Piano Quartet" fashions five of Ernesto Lecuona's best-known compositions. Two of them are well known as popular songs—"Malaguena" became "At The Crossroads" and "Andalucia" was the hit "The Breeze And I". All of these beautiful pieces have a Latin air about them that has made them so successful. A good purchase for the many music lovers who are familiar with Lecuona's work.

THE CASH BOX Album Reviews

TCHAIKOVSKY—"THE SWAN LAKE"—The Philharmonic Orchestra—Robert Irving, Conductor—RCA Victor LBC-1064 (12" LP) List: $2.85
Here's a treat for the budget minded classical record collector. On RCA Victor's low priced "Bluebird" series, Robert Irving conducts The Philharmonic Orchestra through a presentation of the oft recorded ballet favorite "The Swan Lake" by Tchaikovsky. It's a beautiful job of the composer's delicate and Melodic themes. Irving is adept at this type of work, with all his experience as a conductor for the Sadler's Wells Ballet. Ballet enthusiasts will thrill to this attractively bound work. But the low price will probably be the biggest draw.

NORWEGIAN POP CONCERT—Oslo Philharmonic Orchestra—Odd Gruver-Hegge, Oivin Fjeldstad conducting. Mercury Classics MG 10150 (1-12" List: $4.85
HALVORSEN "ENTRANCE MARCH OF THE BOYARDS" "NORWEGIAN RHAPSODY NO. 1"; SVENDSEN "NORWEGIAN ARTISTS' CARNIVAL"; BULL "THE HERD GIRL'S SUNDAY" "LA MELANCHOLIE"; GRUNER-HEGGE "ELEGIAC MELODY"; HANSSEN "VALDRES MARCH"; EGGEN "BORGULV THE FIDDLER" RUSTIC DANCE FROM "LITTLE KERSTI."
A delightfully flavorsome collection of light and airy works by Norway's leading composers are put together for a gay hour of entertainment. The colorful music, with a definite taste of Norway to ears conditioned by Grieg's music, should find a ready market as it suits the taste of the pop buyer and the "light classic" lover.

POPULAR:

CARMEN and FAUST Symphonic Suites—Radio City Music Hall Symphony Orchestra—Raymond Paige, Conductor—RCA Victor ERA-175 (EP) List: $1.50
Raymond Paige, whose Radio City Music Hall Symphony Orchestra plays for its audience only the more familiar pieces, presents just that as he renders typical Music Hall material by presenting a medley of the more popular themes of Gounod's "Faust" and Bizet's "Carmen". Should do well with folks who desire lush treatments of familiar melodies from classical pieces.

BORRAH MINEVITCH and his HARMONICA RASCALS—DeLuxe 265-10 (10" LP) List: $2.95
SEPTEMBER SONG; IN A LITTLE SPANISH TOWN; LULLABY; PRELUDE IN C SHARP MINOR; WHAT IS THIS THING CALLED LOVE; I'LL SEE YOU IN MY DREAMS.
Borrah Minevitch and his Harmonica Rascals, who have become familiar to the TV audiences with their crazy antics, show their true skills as harmonica virtuosos as they render six standards in their unique fashion. Their variety of pops, and classics which have become popular hits makes for a half hour of enjoyable listening. The current popularity of the harmonica adds to the sales potential of this album. "In a Little Spanish Town", and "Lullaby" are two outstanding numbers and should make terrific leaders in selling the record.

LE ROY HOLMES and his orchestra—"The Great Ones"—MGM E235 (10" LP) List: $3.00
TUXEDO JUNCTION; ONE O'CLOCK JUMP; TAKE THE "A" TRAIN; BACK BAY SHUFFLE; MUSIC MAKERS; CHRISTOPHER COLUMBUS; WOODCHOPPER'S BALL; (THE ORIGINAL) BOOGIE WOOGIE.
LeRoy Holmes guides his crew through a collection of some of the greatest instrumental jump numbers of the big band era. In the thirties and early forties when the bands had their hey day, Holmes was an arranger. He arranged many of the hits recorded by Harry James. On this platter, the leader sets up jump versions of tunes that were associated with different name bands. Arrangements are similar to the originals but have a slightly more modern taste. All of these numbers are super for Lindy fans and any one of these classic rhythm rockers will serve as a salesman.

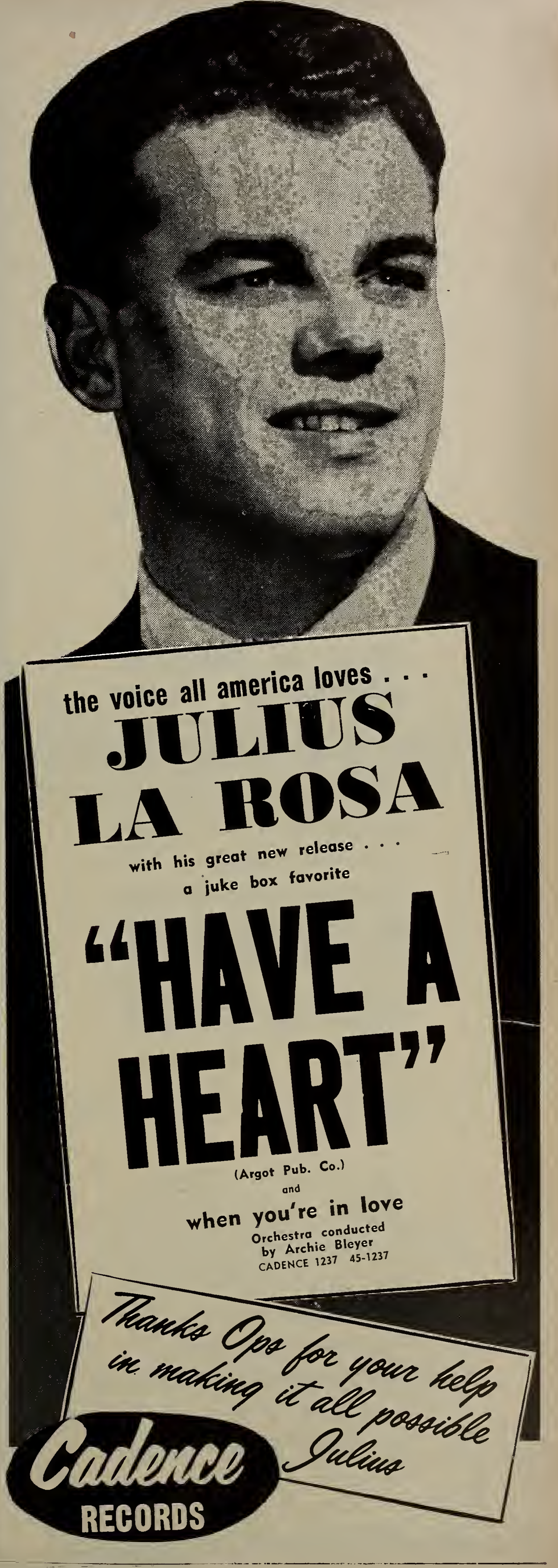
"STREET OF DREAMS"—Mood Music—The MGM Strings conducted by Le Roy Holmes with the voice of Mary Mayo—MGM E3094 (12" LP) List: $4.85
STREET OF DREAMS; SOFT LIGHTS AND SWEET MUSIC; OCTOBER TWILIGHT; CAN THIS BE LOVE; HANDS ACROSS THE TABLE; WILLOW WEEP FOR ME; EAST OF THE SUN; ILL WIND; LULLABY OF THE LEAVES; DREAM; YOU MUST HAVE BEEN IN LOVE; AUTUMN LEAVES.
The haunting voice of Mary Mayo is blended in with the instruments of the MGM Strings as they fashion mood music for the quiet hours. Most of the tunes selected are pop standards and the others less familiar melodies. However, the arrangements and treatments are of the dreamy type—the type that makes excellent background music for cocktails or a quiet gathering. Miss Mayo sings no lyrics. She harmonizes with the instruments. Unusual recital.

BOSTON POPS ORCHESTRA—Ravel "Bolero" (abridged) and Gershwin Medley from "Porgy And Bess." Arthur Fiedler, Conductor—RCA-Victor ERA-179 (EP) List: $1.50
The Boston Pops Orchestra, under the baton of Arthur Fiedler, offers an interesting coupling of pieces known to all the world. One side is a condensed version of the exciting "Bolero" which, overnight, made it's composer, Ravel, famous. The other side is a medley of tunes from Gershwin's smash success "Porgy and Bess." These are tunes which have become standards and are heard every day. Two beautiful showings by the orchestra.

RED GARTERS—Rosemary Clooney, Guy Mitchell and Joanne Gilbert—Columbia Records CL-6282 (1-10" LP) List: $3.00
RED GARTERS; A DIME AND A DOLLAR; BRAVE MAN; THIS IS GREATER THAN I THOUGHT; GOOD INTENTIONS; MEET A HAPPY GUY; BAD NEWS; MAN AND WOMAN.
Eight tunes from the flick, "Red Garters," are issued on one L. P. Columbia stars, Rosemary Clooney and Guy Mitchell, handle seven of the gay items with newcomer Joanne Gilbert singing "This Is Greater Than I Thought." Fans who have seen the picture and followers of Clooney and Mitchell will find this a pleasing package.

JAZZ:

DOTTY DIGS THE DUKE—Dotty Denny—A440 Records AJ 506 (1-10" LP) List: $3.85
SOLITUDE; DO NOTHING TILL YOU HEAR FROM ME; PRELUDE TO A KISS; IT DON'T MEAN A THING; CARAVAN; I GOT IT BAD AND THAT AIN'T GOOD; I LET A SONG GO OUT OF MY HEART; DON'T GET AROUND MUCH ANYMORE.
The compositions of one of the legendary figures of the jazz world, Duke Ellington, is offered by Dotty Denny with feeling and rich interpretation. Dotty is obviously well qualified to handle the Ellington tunes and her improvisations at the piano keep them fresh and up to date. An ok disk for jazz fans in general and Ellington fans in particular.


the voice all america loves . . .
JULIUS LA ROSA
with his great new release . . .
a juke box favorite
"HAVE A HEART"
(Argot Pub. Co.)
and
when you're in love
Orchestra conducted by Archie Bleyer
CADENCE 1237 45-1237
Thanks Ops for your help in making it all possible
Julius
Cadence RECORDS

Lo, and a famine befell the land of Recordus and there was much weeping and lament in the houses of the Jukes and the dealers of Recordus.

In this darkest of hours, there came unto the land a man known as David of Miller from the House of Essex in Philadelphia on the Delaware. He spoke with much fervor and said "Weep not O children of Recordus, for I bring you glad tidings." And this man of Philadelphia on the Delaware did present Bunny Paul offering "Such A Night" and Peter Lind Hayes & Mary Healy rendering "Crazy Mixed Up Song".

Yeah, and there was joy and prosperity in the land of Recordus for, as promised, these were hits but verily.

THE CASH BOX Disk Jockeys' REGIONAL RECORD REPORTS

Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending March 6 without any changes on the part of THE CASH BOX.

Robin Seymour
WKMH—Dearborn, Mich.

1. From The Vine Came The Grape (Gaylords)
2. That's The Way Love Goes (Bill Darnel)
3. Secret Love (Doris Day)
4. Make Love To Me (Stafford)
5. Young At Heart (F. Sinatra)
6. Cross Over The Bridge (Page)
7. Sheik Of Araby (B. Greco)
8. Melancholy Me (Smith Bros.)
9. Wanted (Perry Como)
10. I Get So Lonely (4 Knights)

Tom Edwards
WERE—Cleveland, Ohio

1. Secret Love (Doris Day)
2. Young At Heart (F. Sinatra)
3. Wanted (Perry Como)
4. Melancholy Me (Smith Bros.-E. Howard)
5. My Restless Lover (P. Page)
6. Stranger In Paradise (4 Aces)
7. Make Love To Me (Stafford)
8. From The Vine Came The Grape (Hilltoppers)
9. Size 12 (Don Cornell)
10. Until You Came To Me (Jane Anthony)

Ira Cook
KABC & KMPC—Hollywood, Calif.

1. Oh, My Papa (Eddie Fisher)
2. Young At Heart (F. Sinatra)
3. Bell Bottom Blues (Brewer)
4. Stranger In Paradise (Bennett)
5. Gee (The Crows)
6. Sadie Thompson's Song (Rita Hayworth)
7. From The Vine Came The Grape (Gaylords)
8. Do Lord (Haines-Russel-Davis-Russel)
9. Make Love To Me (Stafford)
10. Lovin' Spree (Eartha Kitt)

Johnny Morris
WLOL—Minneapolis, Minn.

1. Secret Love (Doris Day)
2. I Get So Lonely (4 Knights)
3. Make Love To Me (Stafford)
4. Darktown Strutters Ball (Lou Monte)
5. Ring Telephone Ring (Morgan)
6. The Breeze And I (Damone)
7. Till We Two Are One (Shaw)
8. Oh, My Papa (Eddie Fisher)
9. From The Vine Came The Grape (Gaylords)
10. Bell Bottom Blues (Brewer)

Gary Lesters
WVNJ—Newark, N. J.

1. Stranger In Paradise (Bennett)
2. Changing Partners (P. Page)
3. Secret Love (Doris Day)
4. Young At Heart (F. Sinatra)
5. Make Love To Me (Stafford)
6. That's Amore (Dean Martin)
7. The Jones Boy (Mills Bros.)
8. Our Heartbreaking Waltz (Teresa Brewer)
9. Darktown Strutters Ball (Lou Monte)
10. Till We Two Are One (Shaw)

Stan Pat
WTNJ—Trenton, N. J.

1. Make Love To Me (Stafford)
2. Oh, My Papa (Eddie Fisher)
3. There'll Be No Teardrops Tonight (Tony Bennett)
4. Granada (Frankie Laine)
5. Young At Heart (Sinatra)
6. Wanted (Perry Como)
7. Darktown Strutters Ball (Lou Monte)
8. Lost In Loveliness (D. Day)
9. Till We Two Are One (Shaw)
10. You're So Simpatico (Capri)

Wayne Stitt
WHB—Kansas City, Mo.

1. Secret Love (Doris Day)
2. Oh, My Papa (Eddie Fisher)
3. Changing Partners (P. Page)
4. That's Amore (Dean Martin)
5. Make Love To Me (Stafford)
6. Till Then (Hilltoppers)
7. Stranger In Paradise (Bennett)
8. I Get So Lonely (4 Kinghts)
9. Woman (Jose Ferrer)
10. Rags To Riches (T. Bennett)

Warren Stamper
WEBK—Tampa, Fla.

1. Oh, My Papa (Eddie Fisher)
2. Secret Love (Doris Day)
3. Stranger In Paradise (Bennet)
4. Changing Partners (P. Page)
5. That's Amore (Dean Martin)
6. Istanbul (Four Lads)
7. Heart Of My Heart (4 Aces)
8. The Jones Boy (Mills Bros.)
9. Venus De Milo (B. Manning)
10. Lovin' Spree (Eartha Kitt)

Charlie Welsh
WSB—Atlanta, Ga.

1. Stranger In Paradise (4 Aces)
2. Changing Partners (P. Page)
3. That's Amore (Dean Martin)
4. Young At Heart (F. Sinatra)
5. Oh, My Papa (Eddie Fisher)
6. Secret Love (Doris Day)
7. Till We Two Are One (Shaw)
8. Make Love To Me (Stafford)
9. Y'All Come (Bing Crosby)
10. Woman (Johnny Desmond)

George E. Lezotte
WAVZ—New Haven, Conn.

1. Secret Love (Doris Day)
2. Wanted (Perry Como)
3. Oh, My Papa (Eddie Fisher)
4. Darktown Strutters Ball (Lou Monte)
5. Wedding Bell (E. Fitzgerald)
6. Young At Heart (F. Sinatra)
7. Cross Over The Bridge (Page)
8. Hold 'Em Joe (H. Belafonte)
9. Salute To Glenn Miller (Modernaires)
10. Pine Tree, Pine Over Me (Desmond-Barton-McGuires)

Ed Meath
WHEC-TV—Rochester, N. Y.

1. Secret Love (Doris Day)
2. Darktown Strutters Ball (Lou Monte)
3. Make Love To Me (J. Stafford)
4. Stranger In Paradise (4 Aces)
5. From The Vine Came The Grape (Gaylords)
6. Till We Two Are One (Shaw)
7. Our Heartbreaking Waltz (Teresa Brewer)
8. Oh, My Papa (Eddie Fisher)
9. Hold Me (Don Cornell)
10. Answer Me, My Love (Cole)

Hank Goldman
WANN—Annapolis, Md.

1. Stranger In Paradise (Bennett)
2. Secret Love (Doris Day)
3. Oh, My Papa (Eddie Fisher)
4. Somebody Bad Stole De Wedding Bell (Eartha Kitt)
5. That's Amore (Dean Martin)
6. Young At Heart (F. Sinatra)
7. The Gypsy (L. Armstrong)
8. Our Heartbreaking Waltz (Teresa Brewer)
9. Salute To Glenn Miller (Modernaires)
10. Such A Night (Drifters)

Chuck Wilson
WBVP—Beaver Falls, Pa.

1. Secret Love (Doris Day)
2. Stranger In Paradise (Bennett-Four Aces)
3. Frenchman In St. Louis (Pleis)
4. From The Vine Came The Grape (Gaylords)
5. Till Then (Hilltoppers)
6. Two Purple Shadows (J. Vale)
7. I Get So Lonely (4 Knights)
8. Our Heartbreaking Waltz (Teresa Brewer)
9. Positively No Dancing (Karen Chandler)
10. Somebody Bad Stole De Wedding Bell (Eartha Kitt)

Bill Previtti
KDEF—Albuquerque, N. M.

1. From The Vine Came The Grape (Gaylords)
2. Make Love To Me (Stafford)
3. Secret Love (Doris Day)
4. Young At Heart (F. Sinatra)
5. Till We Two Are One (Shaw)
6. Somebody Bad Stole De Wedding Bell (G. Gibbs)
7. Stop Chasin' Me Baby (Lancers)
8. Lovin' Spree (Eartha Kitt)
9. Oh, My Papa (Fisher-Calvert)
10. There'll, Be No Teardrops Tonight (Tony Bennett)

Bud Davies
CKLW—Detroit, Mich.

1. Secret Love (Doris Day)
2. From The Vine Came The Grape (Gaylords)
3. Make Love To Me (J. Stafford)
4. Darktown Strutters Ball (Lou Monte)
5. Young At Heart (F. Sinatra)
6. Till We Two Are One (Shaw)
7. Anything Can Happen (Delores Hawkins)
8. Don't Ask Me Why (Barton)
9. The Man With The Banjo (Ames Bros.)
10. Until Sunrise (J. "F" Carr)

Chuck Norman
WIL—St. Louis, Mo.

1. Cross Over The Bridge (Page)
2. Make Love To Me (Stafford)
3. Young At Heart (F. Sinatra)
4. Secret Love (Doris Day)
5. I Get So Lonely (4 Knights)
6. El Baion (Jo Loco)
7. Our Heartbreaking Waltz (Teresa Brewer)
8. Answer Me, My Love (Cole)
9. Darktown Strutters Ball (Lou Monte)
10. Till Then (Hilltoppers)

Lou Barile
WKAL—Rome, N. Y.

1. Cuddle Me (Ronnie Gaylord)
2. Wanted (Perry Como)
3. Make Love To Me (Stafford)
4. Secret Love (Doris Day)
5. Darktown Strutters Ball (Lou Monte)
6. Till Then (Hilltoppers)
7. I Get So Lonely (4 Knights)
8. Answer Me, My Love (Cole)
9. Bell Bottom Blues (T. Brewer)
10. Till We Two Are One (Georgie Shaw)

Gene Whitaker
WNCA—Silver City, N. C.

1. Stranger In Paradise (Four Aces-Bennett)
2. Secret Love (Doris Day)
3. Changing Partners (P. Page)
4. Make Love To Me (Stafford)
5. Oh, May Papa (Eddie Fisher)
6. Answer Me, My Love (Cole)
7. The Jones Boy (Mills Bros.)
8. I Get So Lonely (4 Knights)
9. Young At Heart (F. Sinatra)
10. Wanted (Perry Como)

Bill Jaeger
WAND—Canton, Ohio

1. From The Vine Came The Grape (Gaylords)
2. I Get So Lonely (4 Knights)
3. Make Love To Me (Stafford)
4. Oh, My Papa (Eddie Fisher)
5. Stranger In Paradise (4 Aces)
6. Little Miss One (J. Wallace)
7. Secret Love (Doris Day)
8. Changing Partners (P. Page)
9. Till We Two Are One (Shaw)
10. Cuddle Me (Ronnie Gaylord)

Tiny Markle
WAVZ—New Haven, Conn.

1. Young At Heart (F. Sinatra)
2. Melancholy Me (E. Howard)
3. Secret Love (Doris Day)
4. Darktown Strutters Ball (Lou Monte)
5. Wanted (Perry Como)
6. For You (Bill Darnel)
7. The Game Of Love (Daniels)
8. Venus De Milo (B. Manning)
9. Stranger In Paradise (4 Aces)
10. Bella Bella Donna (S. Kaye)

Don Bell
KRNT—Des Moines, Iowa

1. Secret Love (Doris Day)
2. Oh, My Papa (Eddie Fisher)
3. That's Amore (Dean Martin)
4. From The Vine Came The Grape (Hilltoppers)
5. Heart Of My Heart (4 Aces)
6. Cross Over The Bridge (Page)
7. Stranger In Paradise (Bennett)
8. Make Love To Me (Stafford)
9 Till We Two Are One (Shaw)
10 Till Then (Hilltoppers)

THE CASH BOX
Disk Jockeys'
REGIONAL RECORD REPORTS

Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending March 6 without any changes on the part of THE CASH BOX.

Donn Tibbetts

WKBR—Manchester, N. H.

1. Darktown Strutters Ball (Lou Monte)
2. Young At Heart (F. Sinatra)
3. Cross Over The Bridge (Page)
4. Oh, My Papa (Calvert-Fisher)
5. Till We Two Are One (Shaw)
6. Till Then (Hilltoppers)
7. Make Love To Me (Stafford)
8. Granada (Frankie Laine)
9. Bell Bottom Blues (Brewer)
10. Latin Lady (H. Winterhalter)

Jerry Kay

WTIX—New Orleans, La.

1. Secret Love (Doris Day)
2. Make Love To Me (Stafford)
3. Oh, My Papa (Eddie Fisher)
4. Changing Partners (P. Page)
5. Cross Over The Bridge (Page)
6. From The Vine Came The Grape (Hilltoppers)
7. Wanted (Perry Como)
8. Hold 'Em Joe (H. Belafonte)
9. Melancholy Me (Smith Bros.)
10. There'll Be No Teardrops Tonight (Tony Bennett)

Paul Masterson

KABC—Hollywood, Calif.

1. Young At Heart (F. Sinatra)
2. Oh, My Papa (Eddie Fisher)
3. Stranger In Paradise (Bennett)
4. Changing Partners (K. Starr)
5. Secret Love (Doris Day)
6. That's Amore (Dean Martin)
7. The Jones Boy (Mills Bros.)
8. Granada (Monty Kelly)
9. Answer Me, My Love (Cole)
10. Vaya Con Dios (Paul-Ford)

Herb Knight

WITJ—Ithaca, N. Y.

1. Secret Love (Doris Day)
2. Two Purple Shadows (Vale)
3. Stranger In Paradise (Bennett)
4. Young At Heart (F. Sinatra)
5. Somebody Bad Stole De Wedding Bell (Eartha Kitt)
6. From The Vine Came The Grape (Hilltoppers)
7. Darktown Strutters Ball (Lou Monte)
8. Oh, My Papa (Eddie Fisher)
9. That's Amore (Dean Martin)
10. Cross Over The Bridge (Page)

Bates Feuell

WCAR—Pontiac, Mich.

1. Cuddle Me (Ronnie Gaylord)
2. Till We Two Are One (Shaw)
3. Make Love To Me (Stafford)
4. From The Vine Came The Grape (Gaylords)
5. Cross Over The Bridge (Page)
6. Gee (The Crows)
7. Secret Love (Doris Day)
8. That's The Way Love Goes (Bill Darnel)
9. Somebody Bad Stole De Wedding Bell (Eartha Kitt)
10. Darktown Strutters Ball (Lou Monte)

L. Southwick

WAKR—Akron, Ohio

1. That's Amore (Dean Martin)
2. Oh, My Papa (Eddie Fisher)
3. Stranger In Paradise (MacRae)
4. Secret Love (Doris Day)
5. Don't Ask Me Why (Barton)
6. Changing Partners (D. Shore)
7. Till Then (Hilltoppers)
8. The Jones Boy (Mills Bros.)
9. From The Vine Came The Grape (Hilltoppers)
10. Heart Of My Heart (4 Aces)

Jimmy Lowe

WRR—Dallas, Tex.

1. Secret Love (T. Edwards)
2. Till We Two Are One (Shaw)
3. Call Me Darling (E. Howard)
4. I Get So Lonely (4 Knights)
5. Stranger In Paradise (4 Aces)
6. Frenchman In St. Louis (Pleis)
7. Young At Heart (F. Sinatra)
8. Lovin' Spree (Eartha Kitt)
9. The Jones Boy (Mills Bros.)
10. From The Vine Came The Grape (Gaylords)

Don McLeod

WJBK—Detroit, Mich.

1. Cuddle Me (R. Gaylord)
2. Hold Me (Don Cornell)
3. Secret Love (Doris Day)
4. That's The Way Love Goes (Bill Darnel)
5. Melancholy Me (Smith Bros.)
6. From The Vine Came The Grape (Gaylords)
7. Young At Heart (F. Sinatra)
8. The Sheik Of Araby (Greco)
9. Make Love To Me (Stafford)
10. April And You (J. Stafford)

Bill Baer

KRSD—Rapid City, S. D.

1. And This Is My Beloved (Percy Faith)
2. Ricochet (Teresa Brewer)
3. Stranger In Paradise (Bennett)
4. My Restless Lover (P. Page)
5. Ebb Tide (Vic Damone)
6. That's Amore (Dean Martin)
7. Oh, My Paoa (Eddie Fisher)
8. Till Then (Hilltoppers)
9. Darktown Strutters Ball (Lou Monte)
10. To Be Alone (Hilltoppers)

Jack White

KBOL—Boulder, Colo.

1. Secret Love (Doris Day)
2. Stranger In Paradise (4 Aces)
3. Answer Me, My Love (Cole)
4. Make Love To Me (Stafford)
5. I Get So Lonely (4 Knights)
6. Darktown Strutters Ball (Lou Monte)
7. The Creep (Stan Kenton)
8. The Jones Boy (Mills Bros.)
9. Oh, My Papa (Eddie Fisher)
10. Till Then (Hilltoppers)

Art Preston

WSPR—Springfield, Mass.

1. Secret Love (Doris Day)
2. Stranger In Paradise (4 Aces)
3. Woman (Johnny Desmond)
4. Darktown Strutters Ball (Lou Monte)
5. From The Vine Came The Grape (Gaylords)
6. The Big Bell And The Little Bell (Julius La Rosa)
7. Till Then (Hilltoppers)
8. Ebb Tide (Frank Chacksfield)
9. Venus De Milo (B. Manning)
10. Wanted (Perry Como)

Murray Jordan

WLIB—New York, N. Y.

1. Stranger In Paradise (Bennett)
2. That's Amore (Dean Martin)
3. Secret Love (Doris Day)
4. Darktown Strutters Ball (Lou Monte)
5. Heart Of My Heart (4 Aces)
6. Young At Heart (F. Sinatra)
7. Somebody Bad Stole De Wedding Bell (Georgia Gibbs)
8. From the Vine Came The Grape (Gaylords)
9. Do, Do, Do It Again (4 Tunes)
10. The Creep (Ted Heath)

Troy Willims

WREV—Reidsville, N. C.

1. Secret Love (Doris Day)
2. Stranger In Paradise (4 Aces)
3. I Get So Lonely (4 Knights)
4. Make Love To Me (Stafford)
5. Till Then (Hilltoppers)
6. Lovin' Spree (Eartha Kitt)
7. Answer Me, My Love (Cole)
8. Oh, My Papa (Eddie Fisher)
9. Cross Over The Bridge (Page)
10. There'll Be No Teardrops Tonight (Tony Bennett)

Chuck Thompson

WALA—Mobile, Ala.

1. Stranger In Paradise (Bennett)
2. Oh, My Paoa (Eddie Fisher)
3. Heart Of My Heart (4 Aces)
4. That's Amore (Dean Martin)
5. I Get So Lonely (4 Knights)
6. Woman (Johnny Desmond)
7. Till Then (Hilltoppers)
8. Granada (Frankie Laine)
9. Secret Love (Doris Day)
10. The Jones Boy (Mills Bros.)

Carl Loucks

WELI—New Haven, Conn.

1. Till Then (Hilltoppers)
2. Darktown Strutters Ball (Lou Monte)
3. Secret Love (Doris Day)
4. From The Vine Came The Grape (Gaylords)
5. Oh, My Papa (Eddie Fisher)
6. Cross Over The Bridge (Page)
7. Stranger In Paradise (4 Aces)
8. Till We Two Are One (Shaw)
9. Somebody Bad Stole De Wedding Bell (Eartha Kitt)
10. Bell Bottom Blues (T. Brewer)

Clark Reid

WJR—Detroit, Mich.

1. Cuddle Me (Ronnie Gaylord)
2. From The Vine Came The Grape (Gaylords)
3. Make Love To Me (Stafford)
4. Secret Love (Doris Day)
5. Cross Over The Bridge (Page)
6. Gee (Crows)
7. Young At Heart (F. Sinatra)
8. I Get So Lonely (4 Knights)
9. Somebody Bad Stole De Wedding Bell (G. Gibbs)
10. Bell Bottom Blues (T. Brewer)

Murray A. Kaufman

WMCA—New York, N. Y.

1. Young At Heart (F. Sinatra)
2. Answer Me, My Love (Cole)
3. Stranger In Paradise (Bennett)
4. Marie (Four Tunes)
5. From The Vine Came The Grape (Gaylords)
6. Don't Ask Me Why (Barton)
7. I Get So Lonely (4 Knights)
8. Cross Over The Bridge (Page)
9. Oh, My Papa (Eddie Fisher)
10. This Is You (Applewhite)

Bob Watson

WQXI—Atlanta, Ga.

1. Answer Me, My Love (Cole)
2. Darktown Strutters Ball (Lou Monte)
3. Stranger In Paradise (4 Aces)
4. Rags To Riches (Tony Bennett)
5. Somebody Bad Stole De Wedding Bell G. Gibbs)
6. Young At Heart (F. Sinatra)
7. Till We Two Are One (Shaw)
8. Pass The Jam. Sam (D. Shore)
9. Secret Love (Doris Day)
10. From The Vine Came The Grape (Hilltoppers)

Norman Hall

WBNL-WBTO—Boonville, Ind.

1. Cross Over The Bridge (Page)
2. I Get So Lonely (4 Knights)
3. Secret Love (Doris Day)
4. The Jones Boy (Mills Bros.)
5. From The Vine Came The Grape (Hilltoppers)
6. Make Love To Me (Stafford)
7. Somebody Bad Stole De Wedding Bell (G. Gibbs)
8. Stranger In Paradise (4 Aces)
9. Rags To Riches (Dominoes)
10. You'll Never Walk Alone (Roy Hamilton)

Art Roberts

KXLW—St. Louis, Mo.

1. Make Love To Me (Stafford)
2. Cross Over The Bridge (Page)
3. Young At Heart (F. Sinatra)
4. I Get So Lonely (4 Knights)
5. El Baion (Jo Loco)
6. Cuddle Me (Ronnie Gaylord)
7. Frenchman In St. Louis (Pleis)
8. Till Then (Hilltoppers)
9. Secret Love (Doris Day)
10. Darktown Strutters Ball (Lou Monte)

Al Ross

WBAL—Baltimore, Md.

1. Oh, My Papa (Eddie Fisher)
2. Secret Love (Doris Day)
3. Stranger In Paradise (4 Aces)
4. That's Amore (Dean Martin)
5. Changing Partners (P. Page)
6. Make Love To Me (Stafford)
7. Rags To Riches (Tony Bennett)
8. Young At Heart (F. Sinatra)
9. Restless Lover (Patti Page)
10. Y'All Come (Bing Crosby)

Breaking In St. Louis, Cleveland, Boston, Philadelphia, and Los Angeles and S-P-R-E-A-D-I-N-G

"I'M WAITING FOR SHIPS THAT NEVER COME IN"

b/w

"YOUR FEET'S TOO BIG"

WILLIARD McDANIEL

CROWN # 101

Also Breaking Big

"ANGELA MIA"

b/w

"BRAND ME WITH YOUR KISSES"

CROWN # 104

Send orders c/o

MODERN RECORDS

215 N. ROBERTSON BEVERLY HILLS, CALIF.

ALPHA DISTRIBUTORS

extend GREETINGS to

Music Operators of America

and

THANKS

To All The RECORD MANUFACTURERS Whose Lines We Represent In The EAST

for the "A" Treatment in Metropolitan N. Y.

ALPHA DISTRIBUTING CO.

457 W. 45th St. (Cir. 7-6177) N. Y.

JOHNNY HALONKA ★ HARRY APOSTOLERIS

"MONEY MONEY MONEY MONEY MONEY"

$ $ $ $ $ $ $ $ $ $ $ $ $ $ $

by "BIG JIM" BUCHANAN

b/w

The Convention Song

CENTURY RECORDS
6118 SELMA AVE.
HOLLYWOOD 28, CALIF.

# HR-102
# HR-45-102

Telephone
Ho. 4-5773

The perfect line since '29

PERMO-POINT

PHONOGRAPH NEEDLES, THAT IS!

WORLD'S OLDEST LARGEST AND BEST 1954
25TH ANNIVERSARY
PERMO, INC.
1929 LEADERSHIP EARNED BY PIONEERING

"Y'ALL COME" down to see us IN ROOM 832 AT THE M.O.A.

PERMO, INC. CHICAGO 26

LLOYDS of New York Insures your boxes with 2 money makers!

BARBARA GALE'S
great singing of
"SO LONG GOODBYE JOE"
b/w
"LONELY WEATHER"
LLOYDS # 107

THE LARKS
rock
"ROCKIN' IN THE ROCKET ROOM"
b/w
"MARGIE"
LLOYDS # 108

457 West 45th Street

LLOYDS RECORDS

New York 19, N. Y.

A JUKE BOX "NATURAL"!

TWO GREAT SIDES

"GRANADA"

(Vocal by Joe Valle)

b/w

"3D MAMBO"

(Great Instrumental) by

CESAR CONCEPCION and his Orchestra

4137

SEECO Records
39 W. 60th St.
New York 23, N. Y.

CESAR CONCEPCION

THE CASH BOX

The Nation's TOP 50

COMPILED BY JACK "ONE SPOT" TUNIS

Comprising 100 Selections

AB—Abbott
AL—Aladdin
AM—Ambassador
AP—Apollo
AT—Atlantic
BA—Barbour
BE—Bell
BR—Brunswick
BU—Bullet
CA—Capitol
CD—Cadence
CH—Chess
CK—Checker
CO—Columbia
CR—Coral
CW—Crown
CY—Crystalette
DA—Dana
DE—Decca
DO—Dot
DU—Duke
DY—Derby
EP—Epic
ES—Essex
FE—Federal
FI—Fiesta
4 Star—Four Star
IM—Imperial
IN—Intro
JD—Jay Dee
JU—Jubilee
KI—King
LO—London
MA—Mars
MD—Mood
ME—Mercury
MG—MGM
MO—Modern
PA—Parrot
PC—Peacock Pro.
PE—Peacock
PR—Prestige
RA—Rainbow
RE—Regent
RIH—Recorded In Hollywood
RM—Rama
SA—Savoy
SIT—Sittin' In
SP—Specialty
SW—Swingtime
TE—Tempo
TF—Tiffany
TI—Tico
TN—Tennessee
TR—Trend
UN—United
VA—Valley
VI—RCA Victor
"X"—Label "X"
ZO—Zodiac

Mar. 13 Mar. 6

1—Secret Love

86.8 97.3

CA-2678 (F-2678)—RAY ANTHONY O.
Oh Mein Papa
★CO-40108 (4-40108)—DORIS DAY
The Deadwood Stage
DE-28876 (9-28876)—GORDON JENKINS
Theme From "Seven Dreams"
DE-29024 (9-29024)—BING CROSBY
My Love, My Love
JU-5137 (45-5137)—ORIOLES
Don't Go To Strangers
MG-11604 (K-11604)—TOMMY EDWARDS
That's All
VI-20-5512 (47-5512)—GOGI GRANT
Ricochet

2—Stranger In Paradise

80.3 73.6

CA-2652 (F-2652)—GORDON MacRAE
Never In A Million Years
★CO-40121 (4-40121)—TONY BENNETT
Why Does It Have To Be Me
★DE-28927 (9-28927)—FOUR ACES
The Gang That Sang "Heart Of My Heart"
FI-20-026—HUMBERTO MORALES
Oh, Mein Papa
KI-1304 (45-1304)—INK SPOTS
Changing Partners
ME-70269 (70269x45)—VIC DAMONE
A Village In Peru
★VI-20-5535 (47-5535)—TONY MARTIN
I Love Paris
VI-20-5505 (47-5505)—RALPH FLANAGAN O.
The Typewriter
VI-20-5551 (47-5551)—AL ROMERO
Off Shore

3—From The Vine Came The Grape

67.8 52.4

★DO-15127 (45-15127)—THE HILLTOPPERS
Time Will Tell
★ME-70296 (70296x45)—THE GAYLORDS
Stolen Moments

4—Make Love To Me

61.1 57.5

BE-1029 (45-1029)—TOMMY & JIMMY DORSEY
My Friend The Ghost
★CO-40143 (4-40143)—JO STAFFORD
Adi-Adios Amigo
DE-29048 (9-29048)—COMMANDERS
Kentucky Boogie

5—That's Amore

57.8 54.5

★CA-2589 (F-2589)—DEAN MARTIN
You're The Right One
CA-2731 (F-2731)—MICKEY KATZ
C'est Si Bon
MG-11584 (K-11584)—BLUE BARRON
Till We Love Again

6—Oh, My Papa

53.1 95.1

BE-1019 (45-1019)—J. CARROLL & L. CLARK
Off Shore
CA-2678 (F-2678)—RAY ANTHONY O.
Secret Love
CO-40134 (4-40134)—HARRY JAMES & PAUL WESTON
Serenata
CO-40173 (4-40173)—GENE KLAVAN
Ricochet
CR-61111 (9-61111)—R. WOTTAWA & B. DeWEILLE
Oh, Mein Papa
DE-28964 (9-28964)—RUSS MORGAN
Go Man Go Polka
★ES-336 (45-336)—EDDIE CALVERT
Mystery Street
FI-20-026—HUMBERTO MORALES
Stranger In Paradise
LO-1403 (45-1403)—REG OWEN
Off Shore
LO-18181 (45-18181)—LYSS ASSIA
ME-70283 (70283x45)—FRANKIE RULLO
I Love Paris
★VI-20-5552 (47-5552)—EDDIE FISHER
Until You Said Goodbye
VI-20-5568 (47-5568)—TITO RODRIQUEZ O.
In The Still Of The Night
VI-20-5569 (47-5569)—JOHNNY VANDAL
Wanna Dance

7—I Get So Lonely

43.5 21.1

★CA-2654 (F-2654)—THE FOUR KNIGHTS
I Couldn't Stay Away From You
DE-29054 (9-29054)—CROSBY & LOMBARDO
Young At Heart

8—Changing Partners

35.5 51.2

BE-1017 (45-1017)—HELEN FORREST
Lover Come Back To Me
CA-2657 (F-2657)—KAY STARR
I'll Always Be In Love With You
DE-28969 (9-28969)—BING CROSBY
Y'All Come
JD-785 (45-785)—THE CRICKETS
KI-1304 (45-1304)—INK SPOTS
Stranger In Paradise
★ME-70260 (70260x45)—PATTI PAGE
Where Did My Snowman Go?
VI-20-5515 (47-5515)—DINAH SHORE
Think
VI-20-5537 (47-5537)—PEE WEE KING
Bimbo

9—Darktown Strutters Ball

34.7 36.3

CR-61135 (9-61135)—LAWRENCE WELK
In The Mood
DE-29032 (9-29032)—RUSS MORGAN
There'll Be Some Changes Made
MG-11687 (K-11687)—PHIL BRITO
Memories Of Sorrento
★VI-20-5611 (47-5611)—LOU MONTE
I Know How You Feel

10—Till We Two Are One

34.3 28.8

CO-40184 (4-40184)—KEN GRIFFIN
Our Heartbreaking Waltz
★DE-28937 (9-28937)—GEORGIE SHAW
Honeycomb
DE-29022 (9-29022)—GUY LOMBARDO
Out Heartbreaking Waltz
ME-70293 (70293 x 45)—EDDY HOWARD
Little Miss One

11—Cross Over The Bridge

33.8 17.8

★ME-70302 (70302x45)—PATTI PAGE
My Restless Lover

12—Heart Of My Heart

33.4 37.2

CA-2520 (F-2520)—JERRY SHARD
Sing High, Sing Low
CO-40137 (4-40137)—LES ELGART
Geronimo
★CR-61076 (9-61076)—CORNELL, DESMOND, & DALE
I Think I'll Fall In Love Today
★DE-28927 (9-28927)—FOUR ACES
Stranger In Paradise
ME-70262 (70262x45)—FRANKIE LAINE
South Of The Border

13—Till Then

33.0 35.1

★DO-15132 (45-15132)—HILLTOPPERS
I Found A Letter
VI-20-5612 (47-5612)—FONTANE SISTERS
The Baion

14—Wanted

31.8 20.3

★VI-20-5647 (47-5647)—PERRY COMO
Look Out The Window

15—Young At Heart

31.3 33.0

★CA-2703 (F-2703)—FRANK SINATRA
Take A Chance
DE-29054 (9-29054)—CROSBY & LOMBARDO
I Get So Lonely

16—Answer Me, My Love

30.1 22.8

★CA-2687 (F-2687)—NAT "KING" COLE
Why

17—Woman

20.9 23.2

★CO-40144 (9-40144)—J. FERRER & R. CLOONEY
Man
★CR-61069 (9-61069)—JOHNNY DESMOND
By The River Seine
DE-28985 (9-28985)—GUY LOMBARDO
The Jones Boy

18—There'll Be No Teardrops Tonight

20.5 16.8

★CO-40169 (4-40169)—TONY BENNETT
My Heart Won't Say Good-bye
MG-10461 (K-10461)—HANK WILLIAMS
Mind Your Own Business

Best Selling Records

FROM MORE THAN 15,000 RETAIL OUTLETS!

- Tunes are listed below in order of their popularity based on a continuing weekly national survey of thousands of record dealers by Jack "One Spot" Tunnis. Each listing includes the name of the song, record number, artists, and tune on the reverse side.
- The number underneath the title indicates the actual sale per 1000 records made for the week. If the figure is 67.4, it means that for every 1000 records sold that week, 67.4 were of the tune indicated—a combination of all the secords on which it was available.

★ Indicates best selling record.

Comprising
100
Selections

Mar. 13 Mar. 6

19—Somebody Bad Stole De Wedding Bell
20.0 11.4

DE-29008 (9-29008)—ELLA FITZGERALD
Melancholy Me

★ME-70298 (70298x45)—GEORGIA GIBBS
Baubles, Bangles And Beads

★VI-20-5610 (47-5610)—EARTHA KITT
Lovin' Spree

20—Gee
16.7 8.0

CA-2727 (F-2727)—HUTTON & STORDAHL
Too Little Time

EP-9025 (4-9025)—SOMTHIN' SMITH
Just In Case You Change Your Mind

★RM-5 (45-5)—THE CROWS
I Love You So

21—Man With The Banjo
13.8 7.6

★VI-20-5644 (47-5644)—AMES BROS.
Man, Man Is For The Woman Made

22—The Jones Boy
12.5 15.2

CR-61102 (9-61102)—THREE DONS & GINNY
Just Another Chance

★DE-28945 (9-28945)—MILLS BROS
She Was Five And He Was Ten

DE-28985 (9-28985)—GUY LOMBARDO
Women

ME-70268 (70268x45)—BOBBY WAYNE
Snow, Snow Beautiful Snow

23—The Creep
11.7 13.1

BE-1022 (45-1022)—LARRY CLINTON
The Creep

CA-2685 (F-2685)—STAN KENTON
Tenderly

DE-28986 (9-28986)—JERRY GRAY

EP-9011 (4-9011)—LEE ROY
Midnight Festival

LO-1404 (45-1404)—TED HEATH
Slim Jim

LO-1423 (45-1423)—JOHNSTON BROTHERS
Crystal 'Ball

ME-70281 (70281x45)—RALPH MARTERIE
Love Theme

MG-11651 (K-11651)—ART MOONEY
Flirtation Waltz

★VI-20-5553 (47-5553)—THREE SUNS
Just One More Chance

VI-20-5575 (47-5575)—AL ROMERO
Chivirico Rhythm

24—Cuddle Me
10.8 5.5

★ME-70285 (70285x45)—RONNIE GAYLORD
Oh, Am I Lonely

25—Man
10.0 9.3

★CO-40144 (4-40144)—ROSEMARY CLOONEY
Woman

VI-20-5605 (47-5605)—MINNIE PEARL
I Wish't They Would

Mar. 13 Mar. 6

26—Ricochet
9.6 19.8

CA-2543 (F-2543)—VICKI YOUNG
Affair With A Stranger

CO-40173 (4-40173)—GENE KLAVAN
Oh, My Papa

★CR-61043 (9-61043)—TERESA BREWER
Too Young To Tango

DE-28914 (9-28914)—GUY LOMBARDO O
Bridge Of Sighs

VI-20-5454 (47-5454)—PEE WEE KING O
Oh, Mis'rable Love

VI-20-5436 (47-5436)—GOGI GRANT
Everyone Knows I Love You

27—Pine Tree, Pine Over Me
8.3 —

★CR-61126 (9-61126)—DESMOND, BARTON, McGUIRES
Cling To Me

DE-28917 (9-28917)—MARION CARUSO
Fini

28—I Couldn't Believe My Eyes
7.9 6.2

★CD-1235 (45-1235)—JULIUS LA ROSA
The Big Bell And The Little Bell

29—South
7.5 —

★CA-2735 (F-2735)—LES PAUL & MARY FORD
I Really Don't Want To Know

30—Two Purple Shadows
7.1 4.0

★CO-40131 (4-40131)—JERRY VALE
And This Is My Beloved

31—Bell Bottom Blues
6.6 19.0

★CR-6106 (9-6106)—TERESA BREWER
Our Heartbreaking Waltz

32—Angela Mia
6.2 —

★CW-104 (45-104)—DON, DICK AND JIMMY

VI-20-5676 (47-5676)—RALPH FLANAGAN
Roo Roo Roo Kangaroo

33—Rags To Riches
5.8 14.3

BE—TONY RUSSO
Many Times

★CO-40048 (4-40048)—TONY BENNETT
Here Comes That Heartache Again

DE-28838 (9-28838)—GEORGIE SHAW
Let Me Go, Devil

KI-1280 (45-1280)—BILLY WARD AND DOMINOES
Don't Thank Me

34—The Big Bell And The Little Bell
5.4 2.9

★CD-1235 (45-1235)—JULIUS LA ROSA
I Couldn't Believe My Eyes

Mar. 13 Mar. 6

35—Fancy Pants
5.0 1.9

AB-146 (45-146)—FLOYD CRAMER

★ME-70292 (70292x45)—DAVID CARROLL
By Heck

36—Lovin' Spree
4.6 6.4

★VI-20-5610 (47-5610)—EARTHA KITT
Somebody Bad Stole De Wedding Bell

★VI-20-5642 (47-5642)—EDDIE HILL
Who Wrote That Letter To Old John

37—Man, Man Is For The Woman Made
4.2 10.5

★VI-20-5644 (47-5644)—AMES BROTHERS
The Man With The Banjo

38—Melancholy Me
4.1 —

DE-29008 (9-29008)—ELLA FITZGERALD
Somebody Bad Stole De Wedding Bell

★ME-70304 (70304x45)—EDDY HOWARD
I Wonder What's Become Of Sally

★"X"-0003 (4X-0003)—SMITH BROTHERS
It Was Worth It

39—That's What A Rainy Day Is For
4.0 4.5

CA-2666 (F-2666)—CONNIE RUSSELL
You've Changed

MG-11647 (K-11647)—BARBARA RUICK
Tick Tock Boogie

★VI-20-5596 (47-5596)—TONY MARTIN
Look Out, I'm Romantic

40—Hold Me
3.8 8.4

★CR-61125 (9-61125)—DON CORNELL
Size 12

DE-28948 (9-28948)—RUTH CASEY
Won't Somebody Answer The Phone

41—Marie
3.7 4.2

42—Hold 'Em Joe
3.3 3.4

43—My Baby Rocks Me
3.2 3.8

44—Turn Around Boy
3.0 4.3

45—Y'All Come
2.9 5.9

46—My Restless Lover
2.5 5.2

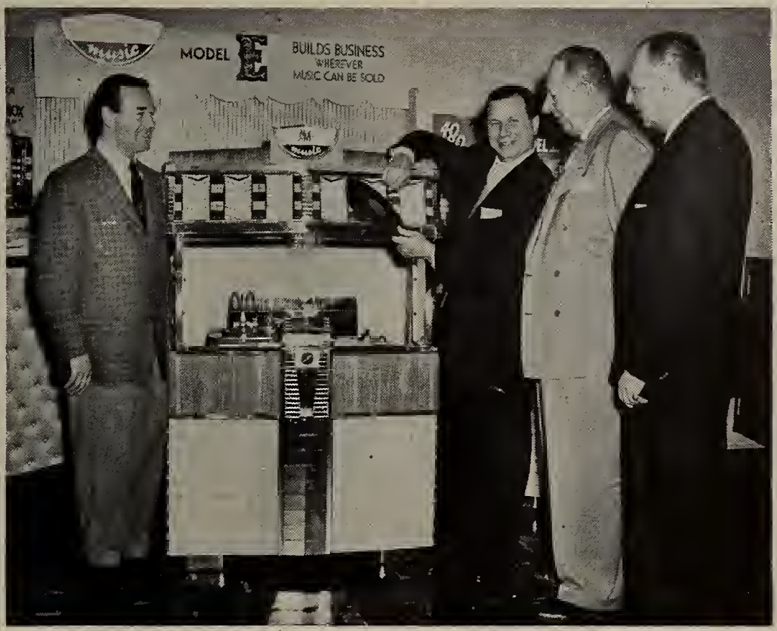
47—Lost In Loveliness
2.0 4.6

48—Amor
1.6 4.1

49—Why
1.2 2.5

50—Crystal Ball
0.8 5.0

Admirers


MODEL E
BUILDS BUSINESS WHEREVER MUSIC CAN BE SOLD

LOS ANGELES—Admiring the AMI Model "E-120" at the showrooms of Badger Sales Company, Los Angeles, California, are Benny Strong, orchestra leader currently appearing at the Cocoanut Grove of the Ambassador Hotel; Herman Paster, well known coin machine man and a recent California visitor; Wm. R. "Bill" Happel, Jr., president and Al Silberman, vice president of the Badger company.

KNOWN FROM COAST TO COAST
LESLIE DISTRIBUTORS
ONE-STOP RECORD SERVICE
NEW YORK
750 — 10th AVE.
(Phone: PLaza 7-1977)
Cable Address: Expo Record, N. Y.
HARTFORD, CONN.
126½ WINDSOR ST.
(Phone: HA. 5-7123)

THANKS AND BEST WISHES TO THE BEST PEOPLE IN THE WORLD—
THE MUSIC OPERATORS OF AMERICA
STAR TITLE STRIP CO., INC.
2001 Fifth Avenue
ATlantic 1-0818
Pittsburgh 19, Pa.

1
The country's best equipped recording studios
2
The latest processing methods
3
The most modern pressing plants in the world
4
The industry's greatest pressing capacity
5
Design and printing of labels and sleeves
6
Album packaging
7
Bulk or drop shipment
8
Manufacture of all commercial type records
9
Plus counseling service on advertising, distribution and business problems
RCA VICTOR
CUSTOM MADE RECORDS
1 call puts all 9 at your service
Pick up your phone and call the nearest RCA Victor office.
NEW YORK: JUdson 2-5011
630 Fifth Avenue, New York 20, N. Y.
CHICAGO: WHitehall 4-3215
445 No. Lake Shore Dr., Chicago 11, Ill.
HOLLYWOOD: HOllywood 4-5171
1016 No. Sycamore Avenue, Hollywood 38, Cal.
custom record sales
TMKS.®
Radio Corporation of America • RCA Victor Division

RAINBOW RECORD
240
Jimmy Roma's
"ROO ROO KANGAROO"
PLAYED BY
JIMMY ROMA
AND HIS ORCHESTRA

Best Female Vocalist

NEW YORK—Joni James receives her trophy from Sid Parnes for winning The Cash Box' eighth annual music poll as the best female vocalist of 1953. Joni was presented with her trophy on the Orchid Award TV show.

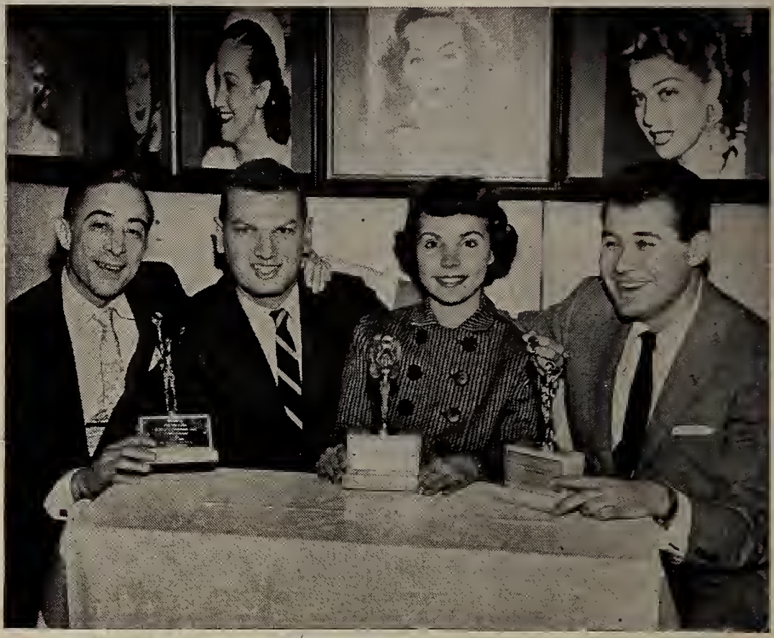
High On All Lists!
PINE TREE, PINE OVER ME
MILLER MUSIC CORPORATION

"ANSWER ME, MY LOVE"
★ ★ ★ ★ ★
"FLIRTATION WALTZ"
★ ★ ★ ★ ★
BOURNE, INC.
136 W. 52nd Street, New York 19

Can you tell me where I can buy . . .

For Any Information Relating To This Industry . . .
JUST PHONE . . .
THE CASH BOX
in New York City: JUdson 6-2640
in Chicago: DEarborn 2-0045
in Los Angeles: WEbster 1-1121

Best Records of 1953



NEW YORK—Two disks tied as the Best Records of 1953 in The Cash Box' Eighth Annual Poll. In the upper photo, Sid Parnes presents trophies commemorating the achievement to Sid Prosen (left) author and publisher of "Till I Waltz Again With You"; Teresa Brewer, who recorded the tune; and Bob Thiele, A&R head of Coral, on whose label it was released. In the lower photo, "Song From Moulin Rouge" is being honored on the Ted Steele TV show. Left to right are: Julie Stearns, general professional manager of Broadcast Music, Inc., which published the song; Bob Austin of The Cash Box; Ted Steele; Percy Faith, who recorded the song; and Sid Parnes of The Cash Box.

Best Vocal Combo Of 1953

NEW YORK—The winners in the Best Vocal Combo category were the Hilltoppers, whose rise was one of the most spectacular in the history of the recording business. Above they surround Randy Wood, president of Dot Records, for whom the boys record, and Bob Austin.

Best Male Vocalists of 1953

NEW YORK—Both artists voted Best Male Vocalist of 1953 record for RCA Victor. They are Perry Como and Eddie Fisher. In the top photo, Eddie is receiving his award in the presence of (left to right): Joe Orleck, publisher of The Cash Box; Manie Sacks, vice-president in charge of RCA Victor's record division; Bob Austin of The Cash Box; and Joe Carlton, A&R head of Victor.

Best Song From A Motion Picture

NEW YORK—The Best Song From A Motion Picture for 1953 was "The Song From Moulin Rouge" which also tied as the Best Song Of The Year. Above Bob Austin presents Max E. Youngstein, vice-president of United Artists with The Cash Box trophy.

"Tennessee Wig-Walk" English Smash

LONDON, ENGLAND—Months after the success of the tune in the United States Bonnie Lou's King Record of "Tennessee Wig-Walk" created a storm in England. The record is still climbing and could reach the number one spot.

Bonnie Lou attracted a huge following when her version of "Seven Lonely Days" hit England. And with the follow-up, "Tennessee," the thrush was ripe for a big hit.

Parlaphone Records handles the King line in this country. The orders are also reported pouring in from Denmark, Holland and Norway where the songstress is attracting loads of attention.

Bonnie Lou, from a little country songstress, has grown into an international star.

TV Jingle Goes Pop

NEW YORK—"Muriel," P. J. Lorillard's familiar TV cigar jingle, will be published as a popular song.

Theodore Presser Co., Bryn Mawr (Pa.) music publishers, announced that they have acquired rights to "Muriel" from Lennen and Newell, New York advertising agency for P. J. Lorillard.

The jingle, originally written by Peter V. Keveson, agency writer, has been adapted to popular idiom for Presser by Al Hoffman and Ralph Freed.

"Muriel" was voted top TV commercial jingle by "TV Digest."

A Smash!
"KISS A FOOL GOODBYE"!!
Dootone # 1201
DOOTONE RECORDS
9514 S. Central
Los Angeles 2, Cal.

Watch this space for the announcement of
The Most Exciting Vocal Record Of The Year!
AUDIVOX
AUDIVOX RECORDS
140 W. 57 ST.
N. Y. C., N. Y.

MIKE PEDICIN'S
latest and greatest!
"ONE POTATO, TWO POTATO"
b/w
"LOVIN' TIME"
Mike Pedicin Quartet
TC 5015
20th Century
Manufactured by
GOTHAM RECORD CORP.

NEWS that's UP-TO-THE-MINUTE
REVIEWS of the LATEST RECORDS
CHARTS compiled EVERY WEEK
ADS from LEADING RECORD FIRMS, ARTISTS and PUBLISHERS
Every Week In
THE CASH BOX
ALL FOR ONLY $15. PER YEAR
(52 ISSUES)

THE CASH BOX
26 West 47th Street
New York 36, N. Y.

Please enter our subscription for 1 year (52 issues) at $15. Enclosed Our Check ☐ Please Send Us A Bill ☐

FIRM NAME ....

ADDRESS ....

CITY .... ZONE ...... STATE ....

Individual's Name ....

2 SPECIAL RELEASES FOR THE JUKE BOX OPERATORS

THE BLUES BOY
himself
sings
"LOVE YOU BABY"
b/w
"THE WOMAN I LOVE"
B. B. KING
RPM No. 408

RPM RECORDS hollywood

THIS ONE SHOULD UP YOUR TAKE
"MAMA DON'T LIKE"
b/w
"WHAT YOU CALL 'EM JOE"
OSCAR McLOLLIE
and the
Honeyjumpers
MODERN No. 928

Modern RECORDS hollywood

3 BIG ONES
on
Aladdin
For You

Louis Jordan
"I'LL DIE HAPPY"
b/w
"OOO WEE"
ALADDIN 3227

Amos Milburn
"ROCKY MOUNTAIN"
b/w
"HOW COULD YOU HURT ME"
ALADDIN 3226

Charles Brown
"I WANT TO FOOL AROUND WITH YOU"
b/w
"EVERYBODY'S GOT TROUBLES"
ALADDIN 3220

Aladdin RECORDS
Beverly Hills, Calif.

GREETINGS
TO THE
MOA CONVENTION
HITTING IN LA
"SATURDAY BLUES"
b/w
"BE FAIR WITH ME NOW"
Jake Porter
Combo # 50

"OH THAT'LL BE JOYFUL" b/w
"LET'S RIDE, RIDE, RIDE"
Jack McVea
Creator of "Open the Door Richard"
Combo # 55

COMBO RECORDS
1107 El Centro
Hollywood 28, Calif.

Starting Big!
HOW LONG SHE BEEN GONE
by
MARVIN and JOHNNY
488 # 488-45

Specialty records
8508 Sunset Blvd., Hollywood 46, Cal.

THE CASH BOX

HOT

The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators In New York City, Chicago and New Orleans.

	in NEW YORK CITY	in CHICAGO	in NEW ORLEANS
1	YOU'LL NEVER WALK ALONE *Roy Hamilton* *(Epic 9015)*	THE THINGS THAT I USED TO DO *Guitar Slim* *(Specialty 482)*	LUCILLE *Drifters* *(Atlantic 1019)*
2	EL BAION *Joe Loco* *(Tico 208)*	YOU'LL NEVER WALK ALONE *Roy Hamilton* *(Epic 9015)*	BLUE MONDAY *Smiley Lewis* *(Imperial 5268)*
3	SAVING MY LOVE FOR YOU *Johnny Ace* *(Duke 118)*	SAVING MY LOVE FOR YOU *Johnny Ace* *(Duke 118)*	I'M YOUR HOOCHIE KOOCHE MAN *Muddy Waters* *(Chess 1560)*
4	THE THINGS THAT I USED TO DO *Guitar Slim* *(Specialty 482)*	YOU'RE SO FINE *Little Walter* *(Checker 786)*	I DIDN'T WANT TO DO IT *Spiders* *(Imperial 5265)*
5	SUCH A NIGHT *The Drifters* *(Atlantic 1019)*	EL BAION *Joe Loco* *(Tico 208)*	TIPITINA *Professor Longhair* *(Atlantic 1020)*
6	YOU'RE STILL MY BABY *Chuck Willis* *(Okeh 7015)*	I'M YOUR HOOCHIE KOOCHE MAN *Muddy Waters* *(Chess 1560)*	LITTLE SCHOOL GIRL *Fats Domino* *(Imperial 5272)*
7	I'M JUST YOUR FOOL *Ella & Buddy Johnson* *(Mercury 70251)*	TV MAMA *Joe Turner* *(Atlantic 1016)*	PRAYING TO THE LORD *B. B. King* *(RPM 403)*
8	A THOUSAND STARS *The Rivileers* *(Baton 200)*	SUNDAY KIND OF LOVE *Harp-Tones* *(Bruce 101)*	LOVEY DOVEY *Clovers* *(Atlantic 1022)*
9	ANSWER ME, MY LOVE *Nat "King" Cole* *(Capitol 2687)*	YOU'RE STILL MY BABY *Chuck Willis* *(Okeh 7015)*	GOOD THINGS *The "5" Royales* *(Apollo 452)*
10	WATCH DOG *Lula Reed* *(King 4688)*	MARIE *Four Tunes* *(Jubilee 5128)*	JOCK-A-MO *Sugar Boy* *(Checker 787)*

	in SAN FRANCISCO	in NEWARK	in MEMPHIS
1	THE THINGS THAT I USED TO DO *Guitar Slim* *(Specialty 482)*	YOU'LL NEVER WALK ALONE *Roy Hamilton* *(Epic 9015)*	I'M YOUR HOOCHIE KOOCHE MAN *Muddy Waters* *(Chess 1560)*
2	YOU'RE SO FINE *Little Walter* *(Checker 786)*	EL BAION *Joe Loco* *(Tico 208)*	I DIDN'T WANT TO DO IT *Spiders* *(Imperial 5265)*
3	SAVING MY LOVE FOR YOU *Johnny Ace* *(Duke 118)*	SAVING MY LOVE FOR YOU *Johnny Ace* *(Duke 118)*	YOU'LL NEVER WALK ALONE *Roy Hamilton* *(Epic 9015)*
4	TV MAMA *Joe Turner* *(Atlantic 1016)*	I DIDN'T WANT TO DO IT *Spiders* *(Imperial 5265)*	I'M GOING TO SIT RIGHT DOWN AND CRY *Roy Hamilton* *(Epic 9015)*
5	YOU'LL NEVER WALK ALONE *Roy Hamilton* *(Epic 9015)*	A THOUSAND STARS *The Rivileers* *(Baton 200)*	MONEY HONEY *Drifters* *(Atlantic 1006)*
6	SOMETHING'S WRONG *Fats Domino* *(Imperial 5262)*	MY MEMORIES OF YOU *Harp-Tones* *(Bruce 102)*	DARLING DEAR *The Counts* *(Dot 1188)*
7	MONEY HONEY *Drifters* *(Atlantic 1006)*	SUCH A NIGHT *The Drifters* *(Atlantic 1019)*	WATCH DOG *Lula Reed* *(King 4688)*
8	I DIDN'T WANT TO DO IT *Spiders* *(Imperial 5265)*	I'M YOUR HOOCHIE KOOCHE MAN *Muddy Waters* *(Chess 1560)*	DOWN CHILD *John Lee Hooker* *(Modern 923)*
9	WHY DID YOU LEAVE ME *B. B. King* *(RPM 395)*	WHAT IF YOU *Luther Bond* *(Savoy 1124)*	GOING DOWN TO BIG MARY'S *Helen Thompson* *(States 126)*
10	I'LL BE TRUE *Faye Adams & Joe Morris* *(Herald 419)*	LEE GOOFED *Shirley and Lee* *(Aladdin 3222)*	RED HEADED WOMAN *Baby Face* *(Savoy 1122)*

THE CASH BOX HOT

The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Dallas, Los Angeles and Other Cities Listed.

	in PHILADELPHIA	in LOS ANGELES	in ST. LOUIS
1	SUCH A NIGHT *The Drifters* *(Atlantic 1019)*	YOU'RE THE ONE *The Spiders* *(Imperial 5265)*	YOU'LL NEVER WALK ALONE *Roy Hamilton* *(Epic 9015)*
2	THE THINGS THAT I USED TO DO *Guitar Slim* *(Specialty 482)*	IT SHOULD'VE BEEN ME *Ray Charles* *(Atlantic 1021)*	EL BAION *Joe Loco* *(Tico 208)*
3	LOVE ME GIRL *The Flairs* *(Flair 1028)*	A THOUSAND STARS *The Rivileers* *(Baton 200)*	THE THINGS THAT I USED TO DO *Guitar Slim* *(Specialty 482)*
4	AND THE ANGELS SING *Bill Doggett* *(King 4690)*	I KNOW *Hollywood Flames* *(Swing Time 345)*	I'M YOUR HOOCHIE KOOCHE MAN *Muddy Waters* *(Chess 1560)*
5	I DIDN'T WANT TO DO IT *Spiders* *(Imperial 5265)*	DARLING DEAR *The Counts* *(Dot 1188)*	WATCH DOG *Lula Reed* *(King 4688)*
6	SAVING MY LOVE FOR YOU *Johnny Ace* *(Duke 118)*	YOU'LL NEVER WALK ALONE *Roy Hamilton* *(Epic 9015)*	JAN *Paul Bascomb* *(Parrot 792)*
7	JOHNNY'S BLUES *Johnny Hodges* *(Clef)*	I'M JUST YOUR FOOL *Ella & Buddy Johnson* *(Mercury 70251)*	I'M JUST YOUR FOOL *Ella & Buddy Johnson* *(Mercury 70251)*
8	EL BAION *Joe Loco* *(Tico 208)*	THE THINGS THAT I USED TO DO *Guitar Slim* *(Specialty 482)*	IT SHOULD'VE BEEN ME *Ray Charles* *(Atlantic 1021)*
9	I'M JUST YOUR FOOL *Ella & Buddy Johnson* *(Mercury 70251)*	WATCH DOG *Lula Reed* *(King 4688)*	LOVE CONTEST *Ruth Brown* *(Atlantic 1018)*
10	YOU'LL NEVER WALK ALONE *Roy Hamilton* *(Epic 9015)*	SAVING MY LOVE FOR YOU *Johnny Ace* *(Duke 118)*	YOU'RE THE ONE *Spiders* *(Imperial 5265)*

	in DALLAS	in NASHVILLE	in RICHMOND
1	I'M YOUR HOOCHIE KOOCHE MAN *Muddy Waters* *(Chess 1560)*	THE THINGS THAT I USED TO DO *Guitar Slim* *(Specialty 482)*	THE THINGS THAT I USED TO DO *Guitar Slim* *(Specialty 482)*
2	THE THINGS THAT I USED TO DO *Guitar Slim* *(Specialty 482)*	I'M YOUR HOOCHIE KOOCHE MAN *Muddy Waters* *(Chess 1560)*	YOU'LL NEVER WALK ALONE *Roy Hamilton* *(Epic 9015)*
3	I DIDN'T WANT TO DO IT *Spiders* *(Imperial 5265)*	SAVING MY LOVE FOR YOU *Johnny Ace* *(Duke 118)*	SAVING MY LOVE FOR YOU *Johnny Ace* *(Duke 118)*
4	TV MAMA *Joe Turner* *(Atlantic 1016)*	YOU'RE SO FINE *Little Walter* *(Checker 786)*	SUCH A NIGHT *The Drifters* *(Atlantic 1019)*
5	GOOD THINGS *The "5" Royales* *(Apollo 452)*	DARLING DEAR *The Counts* *(Dot 1188)*	I'LL BE TRUE *Faye Adams & Joe Morris* *(Herald 419)*
6	SUCH A NIGHT *The Drifters* *(Atlantic 1019)*	SUCH A NIGHT *The Drifters* *(Atlantic 1019)*	YOU'RE SO FINE *Little Walter* *(Checker 786)*
7	YOU'LL NEVER WALK ALONE *Roy Hamilton* *(Epic 9015)*	I DIDN'T WANT TO DO IT *Spiders* *(Imperial 5265)*	YOU'RE STILL MY BABY *Chuck Willis* *(Okeh 7015)*
8	LUCILLE *Drifters* *(Atlantic 1019)*	I'LL BE TRUE *Faye Adams & Joe Morris* *(Herald 419)*	DARLING DEAR *The Counts* *(Dot 1188)*
	SOMETHING'S WRONG *Fats Domino* *(Imperial 5262)*	SOMETHING'S WRONG *Fats Domino* *(Imperial 5262)*	SOMETHING'S WRONG *Fats Domino* *(Imperial 5262)*
10	PRAYING TO THE LORD *B. B. King* *(RPM 403)*	MONEY HONEY *Drifters* *(Atlantic 1006)*	TV MAMA *Joe Turner* *(Atlantic 1016)*

Best Wishes M. O. A.
THANKS for TOP PLAYS in the Nation's Music Machines . . .

Faye Adams

. . . who set a musical trend with
"SHAKE A HAND" and "I'LL BE TRUE"
comes thru with her
biggest 2 sided Hit

"SAY A PRAYER" & "EVERY DAY"

HERALD # 423

Herald RECORDS
236 W. 55th St.
New York City, N.Y.

The Cash Box RHYTHM 'N BLUES REVIEWS

- A DISK & SLEEPER
- B+ EXCELLENT
- B VERY GOOD
- C+ GOOD
- C FAIR
- D MEDIOCRE

BERTICE READING
(Groove 0004)

B+ "I GOTTA KNOW" (2:35) [Godel Music BMI—Charles Calhoun] A cute jumper about an innocent teener asking mama for the answers. Wants to know why all the boys want to "hold her so" and similar queries. A flavorsome bit that should catch a good response.

B+ "I'D GLADLY DO IT AGAIN" (2:00) [Campbell BMI—Claude Demetrius, Fleecie Moore] This deck could well be titled "And Several Years Later" as a follow up bit on the "Gotta Know" side. The innocent has "arrived" on this etching and says she's had her fun and now that its done she'd gladly do it again. A slow rocking beat performed with sex and talent.

GEORGIE STEVENSON
(Savoy 1123)

B "MEET ME AT GRANDMA'S JOINT" (2:41) [Crossroads BMI—G. Stevenson] Georgie Stevenson sings out a middle tempo bouncer that moves. The chanter is backed with a moving instrumental arrangement spotting a strong guitar.

B "TEASIN' TAN" (2:39) [Crossroads BMI—G. Stevenson] A similar item with a similar tempo performed smoothly by the blues shouter.

PAUL GAYTEN ORCH.
(Okeh 7019)

C+ "MULE FACE" (2:07) [Crestwood Music BMI—Gayten] An engaging quick beat instrumental in which the musicians manage to convey a feeling of humor. A beaty side with much appeal.

C+ "IT'S OVER" (2:55) [Crestwood Music BMI—Gayten] The flip is a slow tempo melodic item smoothly chanted. Appeal seems aimed at the pop buyers.

SOUL COMFORTERS
(Hollywood 1010)

C+ "TEN COMMANDMENTS" (2:55) [Don Carlos BMI—Leo] The Soul Comforters, with a shouty reading of a slow rhythmic bounce spiritual, dish up a story based on the "Ten Commandments."

C+ "RADIO TELEVISION IN MY HEART" (2:46) [Don Carlos BMI—Rubin] The flip is a slow religious item smoothly performed by the group.

LEON KETCHUM-ORLANDO TRIO
(Haven 502)

C+ "GOING DOWN THE ROAD" (2:32) [R & B Music BMI—Orlando] Ketchum sings a romantic ditty in appealing fashion. Instrumental support by Orlando and his trio strong. Etching will have most of its appeal in the pop market.

C+ "LOW DOWN LOVE" (2:45) [R & B Music—Orlando] A slow blues chanted by Ketchum in decidedly pop manner. Same comments.

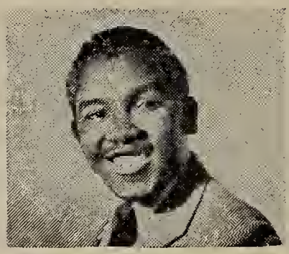
THE CASH BOX ★AWARD O' THE WEEK★

"SHORT JOHN" (2:41)
[Brownwood BMI]
"FEEL LIKE I WANNA CRY"
(2:37) [Tamasa BMI]
DINAH WASHINGTON
(Mercury 70329)

DINAH WASHINGTON

● Dinah Washington issues another intriguing disk that looks like money in the bank. Titled, "Short John," the tune has a set of lyrics that can't help but bring a strong response. Dinah handles the material as only she can and comes up with a strong plate. This one should follow in the pattern set by Dinah these past years. The reverse deck, "Feel Like I Wanna Cry," is a slow romantic blues emotionally sold by the chantress. Dinah is tender, underplaying her delivery, with a soft lights ork backing up the proper mood.

"CAN'T UNDERSTAND" (2:50)
[Lion BMI—Herman Parker]
"DIRTY FRIENDS BLUES" (2:58)
[Lion BMI—Herman Parker]
LITTLE JUNIOR PARKER
(Duke 120)



LITTLE JR. PARKER

● Little Junior Parker, who made several best sellings disks when he was on the Sun label last year, comes up with a solid effort loaded with selling potential in his "Can't Understand" for Duke. The blues wailer chants a middle tempo southern type blues about his baby having left him. As a result he's going off his mind and can't keep from crying. Tenderly and effectively performed. The under lid, "Dirty Friends Blues," has that down south feeling handled smoothly by Parker. A strong deck that could stir up action, although it's "Can't Understand" from here.

CARL MATTHEWS AND ORCH.
(Apollo 453)

C+ "BIG MAN" (2:50) [Bess Music BMI—Matthews, Smith] Deep voiced chanter does a solid vocal job on a quick beat bouncer. A good job on a familiar riff.

B+ "NO MAN IS HONEST" (2:44) [Bess Music BMI—Matthews, Smith] Matthews comes up with a strong reading of a slow blues. Chanter cynically observes no man is honest when it comes to money and women. A powerful disk that should excite.

THE CHEROKEES
(Grand 4109)

B+ "I HAD A THRILL" (2:37) [Slotkin Music—Cherokees] The Cherokees collaborate on a piece of original item of their own composition. A solid treatment of a quick beat melodic tune that could come up with a lot of action.

B "RAINBOW OF LOVE" (2:42) [Slotkin Music — Cherokees] Group performs a change of pace on the lower lid. A lovely slow beat ballad performed emotionally. Lead does a solid bit of workmanship.

THE CASH BOX Rhythm 'N Blues BEST BETS

In the opinion of The Cash Box music staff, records listed below, in addition to the "Disk" and "Sleeper" Of The Week. are those most likely to achieve popularity.

★ "I'D GLADLY DO IT AGAIN"		
★ "I GOTTA KNOW"	Bertice Reading	Groove 0004
★ "NO MAN IS HONEST"	Carl Matthews	Apollo 453
★ "I HAD A THRILL"	The Cherokees	Grand 4109

STICKS McGHEE
(King 4700)

C+ "THE WIGGLE WAGGLE WOO" (2:15) [Wheeler BMI—Sticks, McGhee] Sticks comes up with a middle tempo story description of a dance.

C+ "I'M DOIN' ALL THIS TIME" (2:30) [Wheeler BMI—McRae, Watts] Sticks sings a slow blues about the woes he encounters with this woman.

DAVE BARTHOLOMEW
(Imperial 688)

C+ "WHEN THE SAINTS GO MARCHING IN BOOGIE" (2:24) [Commodore BMI—D. Bartholomew] The jazz classic is given a boogie treatment by Dave Bartholomew. An interesting piece of wax.

C+ "TEXAS HOP" (2:36) [Commodore Music BMI—D. Bartholomew] Bartholomew waxes a middle tempo jump instrumental infectiously.

LOU BENNETT TRIO
(Apollo 818)

C+ "MOON DOG" (2:36) [Bess Music BMI—Smith & Bennett] The Lou Bennett Trio deliver an infectious and delicious instrumental reading of a tempting middle beat bounce.

C+ "IF I HAD YOU" (2:20) [Robbins ASCAP—Shapiro, Campbell & Connelly] A smooth jazz treatment of the lovely oldie. Deck makes pleasurable listening.

JOE FRITZ-JOHNNY OTIS BAND
(Peacock 1627)

C+ "THE WOMAN I LOVE" (2:25) [Lion BMI—Joe Fritz] Joe Fritz engagingly chants a slow blues against the solid ork backing of the Johnny Otis Band.

B "HONEY, HONEY" (2:40) [Lion BMI—Joe Fritz] Fritz dishes up a quick bouncing ditty in potent sales fashion. A deck that should catch a goodly portion of sales.

BROTHER JOE MAY & THE PILGRIM TRAVELERS
(Specialty 860)

C+ "JUST CALL HIS NAME" (2:35) [L. A. Music Mart BMI—C. Martin] Brother Joe May does a fine job with a middle tempo religious item. Support by the Pilgrim Travelers effective.

C+ "LEAD ME! GUIDE ME" (3:00) [Simmons, Akers BMI — D. Akers] The reverse deck is a slow, mellow and tender gospel etching. Solid performance by the artists.

HOT SHOT LOVE
(Sun 196)

C+ "HARMONICA JAM" (2:30) [Hi-Lo Music BMI—Love] A fine harmonica solo of a middle tempo bounce.

B "WOLF CALL BOOGIE" (2:45) [Hi-Lo Music BMI—Love] Hot Shot gets off some exciting chatter and harmonica work supported by in the groove strings. A fetching deck.

The Cash Box RHYTHM 'N BLUES REVIEWS

- A DISK & SLEEPER
- B+ EXCELLENT
- B VERY GOOD
- C+ GOOD
- C FAIR
- D MEDIOCRE

THE CASH BOX Rhythm 'N Blues SLEEPER OF THE WEEK

"CRACKED ICE" (2:36)
[Lois BMI—Earl Bostic]

"MY HEART AT THY SWEET VOICE" (2:36)
[Lois BMI—Camille Saint Saens]

EARL BOSTIC
(King 4699)

EARL BOSTIC

● Earl Bostic, solid record salesman, comes up with a quick beat orchestral reading that looks like another big one in a crazy reading of "Cracked Ice". Bostic, who makes a sax stand up and take bows, comes through with one of his best performances on the mellow horn. Always danceable Bostic is similarly with the beat on this deck and it looks like one of his big ones. The flip, "My Heart At Thy Sweet Voice", is a lovely adaptation of a Saint Saens item in dance tempo. Tune is solidly performed and will please, but our choice for money honors is the "Cracked Ice" side.

"JOCK-A-MO" (2:41)
[BMI—Crawford]

"YOU, YOU, YOU" (2:39)
[BMI—Sturgill, DeLove]

SUGAR BOY and HIS CANE CUTTERS
(Checker 787)

SUGAR BOY

● A happy sounding ditty with a swing calypso beat is performed solidly by Sugar Boy. The item, titled "Jock-A-Mo", moves with such exciting beat the listener is caught and infected. Lending to the general excitement is a torrid horn in the breaks. An all around fascinating deck that should prove a good seller. Already making noise in several spots around the country. The flip, "You, You, You", is a slow blues adequately performed, but not as potent as "Jock-A-Mo".

BLINKY ALLEN
(Flair 1032)

C+ "SAY WHEN" (2:41) [Flair BMI—Allen Blinky] Allen sends you with a quick beat and enthusiastic ork reading.

B "BLOW ROBBIE BLOW" (2:37) [Flair BMI—Allen] The under side is a fast moving treat of fancy and wild hornwork. Instrumental aggregation moves from the opening note.

THE FLAMINGOES
(Chance 1149)

B "YOU AIN'T READY" (2:40) [Joni Music BMI—C. Gonzales] A quick beat bouncer socked out with verve and enthusiasm by the smooth performing Flamingoes. A deck that should catch a fair share of plays and spins.

B "PLAN FOR LOVE" (2:45) [Joni Music BMI—J. Carter] The group is good on a slow romantic blues. Tune is routine. Ork support by Red Holloway's aggregation solid on both decks.

WILBURT HARRISON
(Deluxe 6031)

B "GIN AND COCONUT MILK" (2:24) [Lois BMI—Wilburt Harrison] Harrison does a smooth selling job singing the praises of a gin and milk drink. Ok platter.

C+ "NOBODY KNOWS MY TROUBLE" (2:47) [Lois BMI—Wilburt Harrison] Flip is a slow blues in which Harrison tells of his troubles, his lack of consoling friends and a wife he can't even call his own.

THE EBONAIRES
(Aladdin 3213)

C+ "YOU'RE NOBODY TILL SOMEBODY LOVES YOU" (2:12) [Southern ASCAP—Stock, Cavanaugh, Morgan] The Ebonaires dish up a slow and sugary sentimental piece. A lush and pretty etching.

B "LAWD, LAWD, LAWD" (2:24) [Aladdin Music BMI—The Ebonaires] The Ebonaires sock out a quick beat happy ditty about marital troubles. A gay, cute side.

JERRY "BOOGIE" McCAIN
(Trumpet 217)

C+ "WINE-O-WINE" (2:41) [Globe Music BMI—J. McCain] Wine and the trouble it causes. That's the theme of the middle tempo bounce performed by Jerry McCain and his harmonica. The market is becoming surfeit with drink lyrics.

B "EAST OF THE SUN" (2:42) [Globe Music BMI—J. McCain] The under lid is a down south blues with a dreamy ork backing to supplement the McCain harmonica. A good deck.

THE ROBINS
(Crown 106)

B "I MADE A VOW" (2:41) [Crown BMI—Erwin] The group blends prettily on a slow blues lilt. Plaintive lead handles his chores effectively.

B "DOUBLE CROSSIN' BABY" (2:40) [Crown BMI—Leonard, Richards] The flip has the Robins beating out a quick beat jump infectiously. Lyrics say he's gonna find someone new who loves him more than she does. Exciting sound.

GREETINGS MOA FROM...
ATLANTIC
AND THANKS, OPERATORS, FOR THE GREATEST STRING OF HITS IN 1953-1954

RUTH BROWN
Mama . . . . . . No. 986
Wild Wild Young Men No. 993
Love Contest . . . No. 1018

THE CLOVERS
Crawlin' . . . . . No. 989
Good Lovin' . . . No. 1000
Little Mama/Lovey Dovey No. 1022

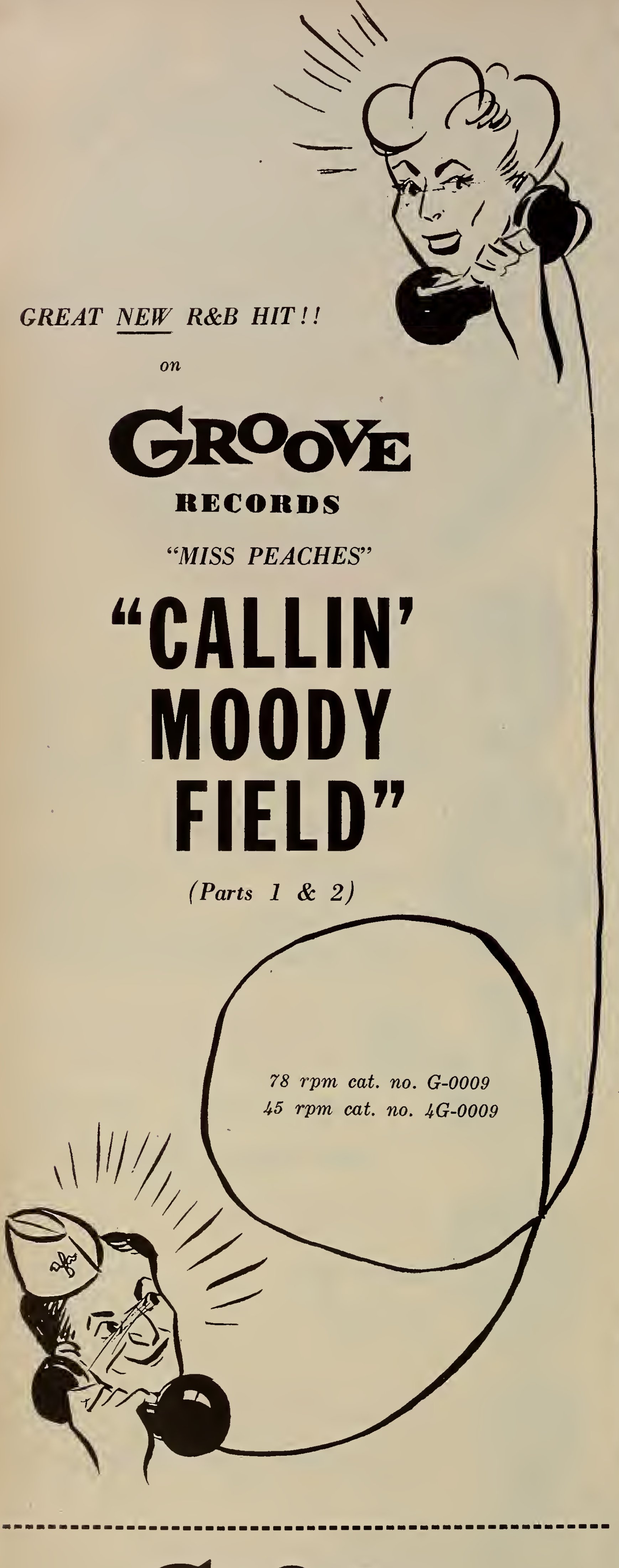
CLYDE McPHATTER & THE DRIFTERS
Money Honey . No. 1006
Such A Night/Lucille No. 1019

JOE TURNER
Honey Hush . . . . No. 1001
TV Mama . . . . . No. 1016

RAY CHARLES
It Should've Been Me No. 1021

LAVERN BAKER
Soul On Fire . . . No. 1004

ATLANTIC RECORDING CORP.
234 WEST 56th St. NEW YORK 19, N. Y.



GREAT NEW R&B HIT!!

on

GROOVE
RECORDS

"MISS PEACHES"

"CALLIN' MOODY FIELD"

(Parts 1 & 2)

78 rpm cat. no. G-0009
45 rpm cat. no. 4G-0009

GROOVE
RECORDS
A PRODUCT OF RADIO CORPORATION OF AMERICA

THE CASH BOX RHYTHM N' BLUES Ramblings

NEW YORK:

Atlantic gets a big pop hypo on its **Clyde McPhatter** and the **Drifters** etching of "Such A Night." Diskings by **Johnnie Ray** and **Bunny Paul** and the resulting airplay have helped the sales for McPhatter no end. . . . **Bob Rosen,** Seeco Records, informs us that Seeco will now have one complete hour of Seeco tunes on WBNX-New York on Tuesdays 12:45 to 1:45 afternoons. Show is the "Caravan Musicales" handled by **Rafael L. Torres.** At this point, Rosen plans only Latin tunes. . . . **Irve Marcus,** Peacock and Duke salesmanager, moving into Chicago just at a time when two of his new releases look good. **Little Junior Parker's** "Can't Understand" and **Earl Forest's** "Oh Why!" . . . **Jack Angel,** Herald Records, back from his trip to the coast, and elated with the results. No sooner did Jack get back into the office than he was busy with **Al Silver** handling rehearsals for another session this week. The new **Faye Adams** two sider, "Every Day" and "Say A Prayer," showing every sign of breaking out for another sensational item. . . . **Bobby Robinson** of Red Robin Records tells us his 125th Street retail outlet showing stronger over the counter reaction and his national sales on the **Vocaleers** "Will You Be True" moving potently. . . . Birdland, the Broadwayjive-in theatre which features a gallery of 3-dimensional sculptures of world famed bebopgreats, is adding a non-musical personality to its Wall of Fame for the first time. Honor goes to TV's **Sid Caesar.** Birdland judges solemnly voted him in as "one of the cats" for his "crazy tenor sax wailing and wild-way-out riffs" on a recent Show of Shows program. His likeness will be placed between that of **Dizzy Gillespie,** "King of Bebop" and **Thelonius Monk,** "High Priest of Bebop." Sid's bust will be inscribed "Caesar-Emperor Emeritus of Bebop." . . . **Monte Bruce,** Bruce Records, has two **Harptones** disks going at the sametime. "Sunday King of Love" selling in great strength and the new one, "My Memories of You," taking off like a shot. **Morty Craft** of Bruce has taken off for the south, will cut it short to fly up to the Chi MOA convention and then back to the south. Monte working his way westward, will stop over in Chi for the meet, and then pick up again until he hits the coast. Monte tells us local bookings are keeping the Harptones from going on tour. The group opens at the Apollo Theatre on March 18.

IRV MARCUS

CHICAGO:

Big **Joe Turner** comes to town this week to invade the crown propellar replacing **Jimmy Witherspoon** who did a very good job at the spot. . . . **Helen Calloway** new singing sensation now featured at the Flame Show Bar In Detroit' will cut a session soon for one of the large Indies. . . . **Little Bettie McLaurin** is doing a terrific job at Chic's Bar, in the Motor City. . . . **Leonard Chess** elated over the novelty tune "Sinners Prayer" that he expects to release soon. . . . **Sam Evans** Chicago Dee-Jay doing a terrific job with his promotions in bringing top Rhythm and Blues talent to the Chicago area. . . . Disc by **Patti Jerome** featured on Lee Magid's Central Label is begining to catch on in the mid-west. Word from **Al Green** tells us that **Lavern Baker** will arrive back in the States this week. . . . **Helen Thompson** whose "Going Down To Big Mary's" is still a top seller in the mid-West is heading the bill at the New Era Club in Nashville, Tenn. . . . It seems that **Junior Parker,** Duke recording new teen age sensation, is headed for the big time. He is packing them in nitely with his Blue Flames now on a one niter tour. . . . **Eddie Chamblee,** the little man with the big horn, is slated for a one niter tour booked by the Billy Shaw office.

JOE TURNER

LOS ANGELES:

The whole West Coast is getting set for **Earl Bostic.** Bostic will get top billing when he opens at the Embassy Ballroom as part of the **Gene Norman** Concert on March 13. **The Crows** of "Gee" fame will also make their first West Coast debut on the same program. . . . After a successful tour of the Northwest B. B. King came back to LA for a farewell dance. He's now appearing in Texas on his way to the East Coast. . . . Another popular vocal group will make their debut here on March 19th when the **Orioles** open at the Five-Four Ballroom. . . . All the majors hoping to crash into the R & B market with releases slanted in that direction. **Big Dave** and his group glide through "One Stop" for Capitol. Tune is dedicated to all the One-Stop dealers throughout the country. "Big Dave," incidentally, is none other than **Dave Cavanaugh.** . . . The boys at the Modern Records plant have been plenty busy conducting recording sessions all this past week. **Joe** and **Saul Bihari** announced that they will cut Saunders King, B. B. King and many others. . . . **Art Rupe,** prexy of Specialty Records, says that "I Need Love So Bad" and "Loose Lips" by **Percy Mayfield** are getting tremendous response throughout the country and both sides look like they'll be big numbers. . . . **Leo and Eddie Mesner** also were plenty busy at the Aladdin diskery conducting new recording sessions. They recently signed **James Wayne** and waxed several sides. Wayne had a big hit several years back with his version of "Junko Partner." . . . **George Shearing** opens at the Tiffany Club on March 11th. . . . **Irv Marcus,** National Sales Manager for Duke and Peacock, flew to the convention. When it's over he'll fly back to get his car then will head East calling on distributors. . . . There's a wierd number with a tropical beat out on King that should get plenty of plays. It's titled "Ooh-Diga-Gow" by the **Cecil Young Quartet.** . . . **Jack Angel** of Herald Records, N. Y., spent several days in Los Angeles recently. He had just completed a tour of all his key distributors from Coast-To-Coast. . . . **Lester Sill,** national sales manager for the new Spark label, announced that they are getting very good reaction throughout the country on their first two releases. Numbers include "Come A Little Bit Closer" b/w "Farewell" by **Willy and Ruth** and "The Whip" b/w "Easyville" by **Gil Bernal.**

PERCY MAYFIELD

Hunter, Ac'cent Records VP, On Southern Junket Promoting Disks and Searching For Talent

LOS ANGELES, CALIF. — Robert N. Hunter, Jr., vice-president and promotional director of Ac'cent Records, Hollywood, is currently on a swing through east Texas and Louisiana where his trip is accomplishing two things at once. The jaunt is a combination talent hunt and sales promotion junket and Hunter, one of the organizers of the Ac'cent diskery, reports a booming result on both counts.

To date, Hunter has contacted more than 140 disk jockeys to get a line on the outstanding talent prospects in each local area—and, of course, he has been plugging plays for the Ac'cent platters already released. Hunter says that as soon as he returns to Hollywood—about the middle of March—he'll have some important announcements to make as a result of the tips he's gotten from dee jays along the circuit. He also reports that several important distributors have been signed up to market the company's records in both Texas and Louisiana in the future.

Hunter also announced that the Madhatters, singing group which recently completed appearances at both the Desert Inn and the Flamingo Hotel in Las Vegas, and also had a spot with Jimmy Durante when he last appeared on the Colgate Comedy Hour TV show, have just finished their first recording session under a new contract with Ac'cent Records.

The group's first release will be two sides by writers Scott, Bigler and Garvin. One side is "Carry Me Back To My Baby," a novelty rhythm number in which the writing trio set new lyrics to the old folk tune "Carry Me Back To Old Virginny." Flip side is "Nobody Needs You More Than I Do." Release date for the new platter will be announced in the near future.

Here's A Switch

NEW YORK—Here's a switch. Since 1952, popular WHOM disk jockey Ray Carroll, partner of the Willie and Ray platter spinner combo, has been successfully conducting an employment agency called Employment Corporation of America. His partner in this enterprise is Saul Maslan. On February 1st of this year, Carroll and Maslan opened another branch of the employment company in Los Angeles. And they also maintain an agency for temporary help which they call Temploy. But here's the switch.

To publicize these agencies, Carroll has been taking spots on Ted Brown's WMGM show and Gallagher and O'Brien's WMCA broadcast. Interesting? A deejay paying for spots on other deejays' shows.

Gone Fishin'

MIAMI, FLA.—Bill Carey, whom RCA Victor is building as "The Voice That Holds You In Its Arms" set a new record in Miami recently. He's shown here holding a speckled trout he caught. It is the largest trout taken on spin casting gear in the 19 years of the famous Metropolitan Miami Fishing Tournament. Carey may be planning to use the trout for a spread on "The Chuckwagon." His first RCA Victor record is "The Chuckwagon Song" b/w "No, No, No." Bill is handled by Eddie Joy's Preferred Representatives, Inc., who brought along such other stars as Guy Mitchell and Mindy Carson.

JOEL TURNERO
★ ARTISTS & SPECIAL MATERIAL ★
TERRIFIC TUNES
BISHOP BLDG.
271 W. 125 ST. SUITE 210 NEW YORK, N. Y.
MO. 6-3810

THANKS MOA IN ADVANCE
FOR
KEEPING YOUR EYES & EARS OPEN
TO THIS
TERRIFIC NEW LABEL
"2 MIKES"

TO THE JUKE BOX OPERATORS OF AMERICA
Peacock Records, Inc. and Duke Records Wish to Express
Its Sincere Thanks for Another Successful Year.

LITTLE RICHARD
&
THE TEMPO TOPPERS
Again with
"ALWAYS"
1628
b/w
"RICE, RED BEANS AND TURNIP GREENS"

BILLY BROOKS
&
PLUMA DAVIS BAND
on
"WHAT CAN I DO"
1629
b/w
"I CALLED MY BABY"

BROTHER CLEOPHILUS ROBINSON
"I'M HOLDING ON"
# 1724
b/w
"HE'S A WONDER"

PEACOCK RECORDS, Inc.
2809 Erastus Street,
Houston 26, Texas

JUNIOR RYDER
&
JOHNNY OTIS ORCH.
doing
"SAD STORY"
Duke # 119
b/w
"BETTER STOP"

LESTER WILLIAMS
takes off on
"GOOD LOVIN' WOMAN"
Duke # 123
b/w
"LETS DO IT"

CHARLES EDWIN
on
"I GOT LOOSE"
Duke # 129
b/w
"BONG GONE"

DUKE RECORDS, Inc.
2809 Erastus Street,
Houston 26, Texas

THANKS TO THE MUSIC OPERATORS OF AMERICA . . . for making these numbers TOP sellers

Fats Domino
"YOU DONE ME WRONG"
b/w
"SCHOOL GIRL"
IMPERIAL # 5272

The Spiders
"I DIDN'T WANT TO DO IT"
b/w
"YOU'RE THE ONE"
IMPERIAL # 5265

Slim Whitman
Riding the top of the charts
"SECRET LOVE"
b/w
"WHY"
IMPERIAL # 8223

Thanks again to all the music operators in the entire industry.

Imperial Records
6425 Hollywood Blvd
Hollywood 28, Calif.

The Sensational
HARPTONES
"Sunday Kind Of Love"
BRUCE # 101
To Headline at New York's
APOLLO THEATRE
STARTING MARCH 19
and introducing their new HIT
"MY MEMORIES OF YOU"
BRUCE # 102

Don Gardner and his Sonotones
"HOW DO YOU SPEAK TO AN ANGEL"
b/w
"SONOTONE BOUNCE"
BRUCE # 105

Dickie Smith
singing
"A NEW KIND OF LOVE"
b/w
"WHEN YOU'RE GONE"
BRUCE # 103

BRUCE RECORD COMPANY
1650 BROADWAY, ROOM 405 CO 5-9715
NEW YORK 19, NEW YORK

POP GO THE BLUES

For the past decade, the great influence upon pop music has come from the folk field. Not only have folk tunes been taken over in toto, but almost all Tin Pan Alley songsmiths have tried their hand at imitating folk songs.

Now another field is being heard from.

It's the rhythm and blues field.

For the past several months, juke box operators in pop locations, disk jockeys who conduct pop shows, and retailers with a predominantly pop trade have found themselves being flooded with requests for records and artists that come right out of the R&B category.

Negro music has always had a tremendous influence upon America's popular music. Our original conception of jazz came from Negro songs and Negro melodies and strains. The basic pattern of American music is deeply indebted to Negro influences.

So it is not surprising that R&B music today should be accepted by pop audiences.

But what is different is that whereas formerly essentially pop artists (no matter what color they were) took Negro melodies and adapted them for pop consumption, today rhythm and blues artists and songs are being accepted for themselves alone without any basic change in style or content.

Some names that come to mind of artists who are today being programmed in many places on an equal basis with pop artists are Ruth Brown, Amos Milburn, Wynonie Harris, Johnny Ace, Willie Mae Thornton, Fats Domino, Lloyd Price and The Clovers, to mention just a few. And as far as records go, there are such smashes of recent date as "Gee" by The Crows, "You'll Never Walk Alone" by Roy Hamilton, "Crying In The Chapel" by The Orioles, "Marie" by The Four Tunes, and "Such A Night" by Clyde McPhatter's Drifters.

All these examples add up to a definite pattern.

And what this proves most of all—taken together with the impact that folk music has had on the pop field—is the integration of all the factors involved into one great American music.

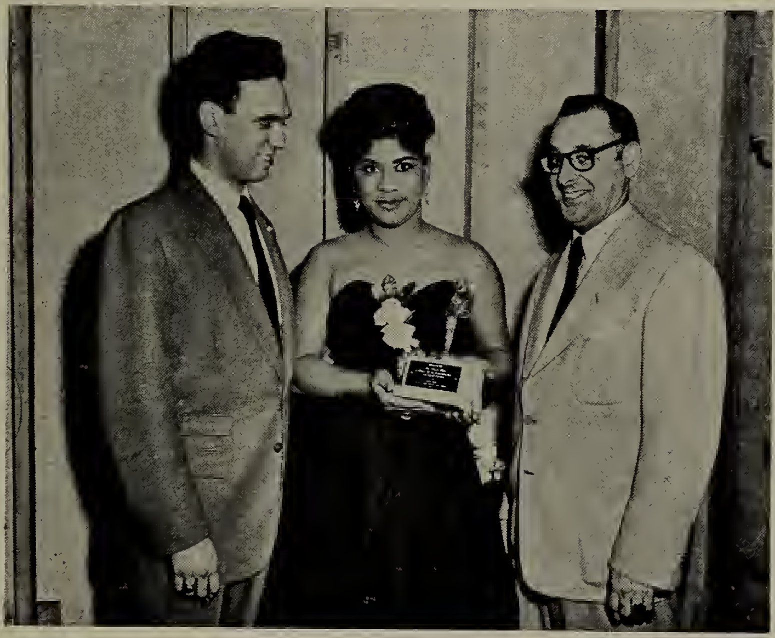
It's been said over and over again—and our own American pattern really proves it—"music is universal". Songs and melodies which have meaning, have meaning for everyone. Great songs in the folk field turn out to be great in pop. Likewise great melodies in the R&B field are equally great for pop audiences.

With that premise, America's popular music can easily attain a stature and lasting quality comparable to any music that is being written anywhere today or has ever been written before.

Best Rhythm 'N Blues Artist

NEW YORK—The recent Cash Box poll of the Juke Box Operators of America resulted in the selection of Atlantic Records' vocal group, The Clovers, as "Best Rhythm 'N Blues Artist of 1953." Above from left to right: Martin Ostrow, The Cash Box; The Clovers holding the award; and Norman Orleck, The Cash Box.

Best Rhythm 'N Blues Female Vocalist



NEW YORK—Atlantic Records come up with another first when its Ruth Brown took first place honors in the race for "Best Rhythm 'N Blues Female Vocalist." Above are seen Martin Ostrow, Ruth Brown and Norman Orleck.

Best Rhythm 'N Blues Record

HOUSTON—Title of "Best Rhythm 'N Blues Record of 1953" was voted by the nation's operators to the novelty jump, "Hound Dog" by Willie Mae Thornton. Awards went to Don Robey, publisher, prexy of Lion Music and Peacock Records, seen above left, and to Willie Mae, above right.

Most Promising

NEW YORK—Unknown one year ago, young Faye Adams electrified the nation with her "Shake A Hand" on Herald Records. Faye followed with another smash, "I'll Be True," and ops voted her "Most Promising New Rhythm 'N Blues Artist of 1953." Seen above from left to right are: Al Silver, Herald exec; Faye Adams; Jack Angel, Herald exec; and Norman Orleck, The Cash Box.

GREETINGS MOA
Thanks for Helping
to make hits of
"I"
The Velvets
"WILL YOU
BE TRUE"
The Vocaleers
"TOO MUCH
COMPETITION"
Allen Bunn
RED Robin
301 West 125th St., N.Y.C.

Listen To Station WLAC for
Buckley's Midnight Special
HEADQUARTERS
For The
BLUES
Service To Operators
BUCKLEY'S
NASHVILLE, TENN.
1707 Church Ph. 42-5644

COMING UP!
New Boy Singer
LUTHER BOND
"WHAT
IF YOU"
Savoy # 1124
SAVOY RECORD CO, INC.
58 Market St., Newark, N. J.

M.O.A. Members
*FOR THE BEST MONEY-MAKING
RECORDS
FOR THE FASTEST SERVICE
CALL ON*
SHERIDAN RECORD DISTRIBUTING CO.
1153 EAST 47th STREET CHICAGO 15, ILL.
(All Phones: KEnwood 8-4812)

TOPS FOR THE OPS
"BUS STATION BLUES"
b/w "WADDLE TROT"
Louis Brooks and his Pinetoppers
EXCELLO 2030
"WATCH ON"
b/w "DRIVING DOWN THE HIGHWAY"
The Blue Flamers
EXCELLO 2026
"I'VE GOT HEAVEN ON MY MIND"
b/w "ANYHOW"
Blair Gospel Singers
NASHBORO 542
WRITE • WIRE • CALL 42-2215
NASHBORO RECORD CO., INC.
177 3rd Ave., N. Nashville, Tenn.

„WE PREDICT:
„THIS WILL BE
OUR BIGGEST
RECORD IN
5 YEARS"

"Sinner's
Dream"
FEATURING
Eugene
Fox
COUPLED WITH
"Stay At
Home"

CHECKER-792

Checker
RECORD CO.
750 E. 49th ST CHICAGO, ILL

On America's Juke Boxes, There Are

NO MORE A&B SIDES

Only a couple of years ago, on almost every record you could find, one side would be marked A and the other B. This meant that the top side was considered by the record company officials to be the best one, while the other side was for the most part a filler.

Now America's juke boxes have effected many changes in the record picture, but perhaps one of the most interesting is the work they have done in eliminating the concept of A and B sides.

Having records marked that way was somewhat analogous to a two-featured movie bill where one film was the hit and the other had all the connotations which B movies have.

As a matter of fact, when juke boxes first came out and could display only one side of a record, these B sides weren't even shown on the machines.

But the modern juke box has changed all that. Each side today has equal billing and as this development took place and as juke boxes grew larger and more costly, the concept of one good number and one throwaway began to be highly uneconomical. A juke box operator just couldn't afford to waste half the slots on his machines. It meant that only half of the juke box was capable of attaining its greatest potential and since an operator paid for a whole machine, not half of one, he had to give himself the chance to earn the greatest possible income which that machine was capable of.

This change in the A and B picture has fitted in precisely with the upheaval that has taken place in the music business during the past few years.

Once upon a time—and it's not so long ago—a plug tune was released practically simultaneously by almost every record company. There was no doubt which was the A side. No one had to guess. You could actually count on a number's making some noise. The only question that was really in doubt was which version would do it.

However, that kind of set-up has changed radically. There are no more plug tunes in the sense that there used to be. Today everything depends upon one record—for there's usually only one record of a tune at the very beginning since most A & R men insist on exclusives. If the first record doesn't make any noise, most of the time no one else will cut it and it's dead.

Under this arrangement, both sides have an equal chance. The smallest publisher competes with the largest on almost an equal basis. For in reality both are equally dependent on the record and either one can achieve a hit through the proper recording.

Even at the record companies, A & R men today cannot always determine which is the A side and which is the B side. Of course after a session is made, recording men can often see that one side is definitely better than another and so go all out on that one. But when both sides sound equally as good, it must be left to the public to determine which wil make it and in those cases, the public makes the final choice.

Even in the days when sides were still being marked A and B, it wasn't an unusual occurrence to find that the B side made more noise than the A side. This was another factor in the elimination of those designations.

But one of the most constructive factors which has developed from the equal opportunity of both numbers is the improvement in the recording of, and the greater attention that is paid to, both ends of a disk. The result has been that very often records have become double headers, getting a double sale because each side became a hit.

And this present system has, on the whole, become so effective that today you'd have to search a long time to find any record marked A and B.

The juke box industry therefore, because of its needs, has helped the record industry take one more constructive step forward by eliminating an uneconomical process of operation.

NOW SELLING COAST TO COAST
Picked by Music Guild of America as a
Harlem Hit Parade Possibility
"NIGHT WATCH"
b/w "TREAD LIGHTLY"
by BOBBY SMITH, his Sax and Orch.
RUBY RECORD #101
Dist., a Few Available Territories Open—Write, Wire
Mf'd and Dist. by Anchor Records
RUBY RECORD CO. 268 15th AVE., NEWARK, N. J.
(Mitchell 3-7535)

The Nation's Rhythm & Blues TOP 15

1	**THE THINGS THAT I USED TO DO**	*Guitar Slim*	*(Specialty 482)*
2	**YOU'LL NEVER WALK ALONE**	*Roy Hamilton*	*(Epic 9015)*
3	**SAVING MY LOVE FOR YOU**	*Johnny Ace*	*(Duke 118)*
4	**I DIDN'T WANT TO DO IT**	*Spiders*	*(Imperial 5265)*
5	**YOU'RE SO FINE**	*Little Walter*	*(Checker 786)*
6	**I'M YOUR HOOCHIE KOOCHE MAN**	*Muddy Waters*	*(Chess 1560)*
7	**I'LL BE TRUE**	*Faye Adams & Joe Morris*	*(Herald 419)*
8	**EL BAION**	*Joe Loco*	*(Tico 208)*
9	**SUCH A NIGHT**	*The Drifters*	*(Atlantic 1019)*
10	**MONEY HONEY**	*Drifters*	*(Atlantic 1006)*
11	**TV MAMA**	*Joe Turner*	*(Atlantic 1016)*
12	**SOMETHING'S WRONG**	*Fats Domino*	*(Imperial 5262)*
13	**I'M JUST YOUR FOOL**	*Ella and Buddy Johnson*	*(Mercury 70251)*
14	**WATCH DOG**	*Lula Reed*	*(King 4688)*
15	**YOU'RE STILL MY BABY**	*Chuck Willis*	*(Okeh 7015)*

MOA THANKS!
TIME AND TIME AGAIN
FOR GETTING ABOARD
THE KNOCKED OUT CHOO-CHOO
Coral 61121
INSTRUMENTAL MUSIC, INC.

THANKS M.O.A.
for making
GUITAR SLIM'S
"Things I Used To Do"
and our other surefire money-makers, the Nation's favorites
FOR TOPNOTCH BOOKINGS
DEW DROP ATTRACTIONS
FRANK PAINIA, Manager
2836 LASALLE
NEW ORLEANS LOUISIANA
Phones JA 9242 — JA 2016

BEST WISHES
to all the
MUSIC OPERATORS
at the
MOA CONVENTION
PHIL HARRIS
LIQUIDATION RECORDS
2538 W. Pico Blvd.
Los Angeles 6, Calif.
We buy and sell all kinds of records

CONGRATULATIONS
and
BEST WISHES
to the
MOA CONVENTION
Lee Palmer
JAY KAY DISTRIBUTING CO.
2980 W. Pico Blvd.
Los Angeles 6, Calif.
Southern California distributor for label "X" and "Groove"

CONGRATULATIONS
to the
MOA CONVENTION
Mike and Bunny Kurlan
MODERN DISTRIBUTING COMPANY
2978 W. Pico Blvd.
Los Angeles 6, Calif.
Distributors of Coral Records for Southern California

A Bunch Of Boys Were "Viewing" It Up . . .

NEW YORK—A couple of jockeys and artists dropped in on Joel Turnero to see what's new in Joel's ever present Cash Box. Above seated left, Chuck Willis, Okeh Artist; and George Williams, Coral artist and arranger. Standing from left to right are: Richard Maltby, "X" label artist; Joel Turnero, WNJR deejay; and Leigh Kamman, WOV deejay.

CONGRATULATIONS and BEST WISHES
to the
MOA CONVENTION
Jim Warren & Jack Andrews
CENTRAL RECORD SALES COMPANY
2104 West Washington Blvd.
Los Angeles, California

Congratulations
to the **Cash Box**
and *Best Wishes*
to all the operators
at the
MOA CONVENTION
From the
West's most versatile distributor
Classic Pop Rhythm & Blues
Jazz Children's
DIAMOND RECORD DISTRIBUTING CO.
1819 W. Pico Blvd., Los Angeles 6, Calif.

Good Luck
to all ops
at the
MOA CONVENTION
Sid Talmadge *Ray Stein*
Bob Field *Dick Field*
Charley Trenda
RECORD MERCHANDISING CO., INC.
2580 W. Pico Blvd.
Los Angeles 6, Calif.

FOR TOPS IN R&B
JAY-DEE
"HEY!"
THE SPARROWS
JAY-DEE #790
JOE DAVIS
RECORD MANUFACTURER
1619 Broadway (Circle 5-7658) New York, N. Y.

MR. OPERATOR!
Fast Service with the very finest record lines in the country — — — — **45's & 78's**
ON THE FOLLOWING LABELS
EPIC
OKEH
APOLLO
GOTHAM
HOLLYWOOD
JAX
PEACOCK
PRESTIGE
RPM
DUKE
ROYAL ROOST
STATES
SWINGTIME
TRUMPET
UNITED
UNITED RECORD DISTRIBUTORS
4804-6 S. COTTAGE GROVE AVE. CHICAGO 15, ILL.
(OAKLAND 4-8133)

2 New Releases!
THE SPANIELS
"GOODNIGHT SWEETHEART GOODNIGHT"
b/w
"YOU DON'T MOVE ME"
Vee Jay 107
MACEO WOODS SINGERS
"GARDEN OF PRAYER"
b/w
"SWEETER AS THE DAYS GO BY"
Vee Jay 106
Vee-Jay RECORDS, INC.
1155 E. 47th St., Chicago 15, Ill.

GREETINGS MOA
Smashes for your boxes.
THE "5" ROYALES
"I DO"
and
"GOOD THINGS"
Apollo #452
CARL MATHEWS
singing
"BIG MAN"
and
"NO MAN IS HONEST"
Apollo #453
APOLLO RECORDS N. Y. CORP.
457 W. 45th ST., NEW YORK, N. Y.

★ *Thanks A Million to you M.O.A. for* ★
MAKING
·YOU'RE·STILL·MY·BABY·
and my many others TOPS in the Charts
★ **CHUCK WILLIS** ★

THANKS M. O. A.
WATCH THIS ONE GO!
CHAS. SINGLETON'S
OOZING-ALONG
b/w **BOARDWALK**
ATLAS RECORDS 271 W. 125 ST. N.Y.C.

DOUBLE YOUR MONEY BACK

That's right! ***The Cash Box*** will give you DOUBLE YOUR MONEY BACK if you don't agree that ***The Cash Box*** is the finest publication for you in all the history of the coin operated machines industry!

No other publication in the history of this industry has ever dared to make such an offer.

Fill out the coupon on the bottom of this page today! Enclose your check for $15.00 for a full year (52 week's issues) of ***The Cash Box!***

Read the first four issues.

If you don't agree, after going over the first four issues you receive, that ***The Cash Box*** is the greatest magazine you've ever yet read to help you progress in your business . . . send back those first four issues . . . get DOUBLE YOUR MONEY BACK for those first four issues . . . PLUS . . . the original $15.00 you sent for the entire year's subscription!!

YOU CAN'T LOSE!

If anything at all . . . you can get DOUBLE YOUR MONEY BACK . . . by subscribing to ***The Cash Box*** TODAY!!!

THE CASH BOX

NUMBER 38

JUNE 14, 1952

VOLUME 13

Spike Jones and a couple of his Country Cousins take time out from their work on the ranch to pose for a photo. Spike, whose latest RCA Victor release is "Stop Your Gamblin'", backed with "Way Out Yonder", has just completed a record breaking 60 day tour. He's managed by Arena Stars and his record promotion is handled by Buddy Basch Associates.

THE CASH BOX
26 West 47th Street, New York 36, N. Y.

OKAY: I'll match you! Enclosed find my check for $15 for a full year's subscription (52 exciting weeks' issues) of *The Cash Box*. If I don't like the first four issues I receive, I am to return these first four issues to you, and you are to give me DOUBLE MY MONEY BACK for those first four issues PLUS the $15 which I am enclosing right now.

FIRM ....

ADDRESS ....

CITY .... ZONE ...... STATE ....

SIGNED ....

50,000,000 RECORDS

Everyone in the music business agrees that juke box operators as a whole are vital to the record industry. But if you want to understand just how vital they are, examine these figures:

There were approximately 200,000,000 records sold last year. Of these, a minimum of 50,000,000 were bought by juke box operators—and some estimates go as high as 65,000,000.

That means that at least one quarter of all the records bought in this country last year were bought by juke box operators to go on their machines.

Obviously, the juke box operator as a whole was the largest customer the record industry had.

But more than that, he is one of the two most important factors in the exposure of records to the public—the other being the disk jockey. If somehow the juke boxes of this nation disappeared—or if their numbers were appreciably lessened—not only would that 50,000,000 record sales disappear, but a good part of the other 150,000,000 records would not be sold either. For any record salesman can tell you that the promotional and sales producing effect of hearing a record on the juke box cannot be overestimated.

It might be argued that the disk jockey also plays a tremendous role in the exposure of records to the public. And we would be the first to agree. But when you have two main factors promoting records and one is diminished, then quite naturally you are harming the sale of records.

One other point must be made very clear. Disk jockeys promote records, but they don't buy them. The record that the disk jockey is playing has, for the most part, been sent to him free by the record company or the publisher. The record that is on the juke box operator's machine has, for the most part, been bought by him either at the very same price that the retailer pays or at a nickel over that price from a one-stop.

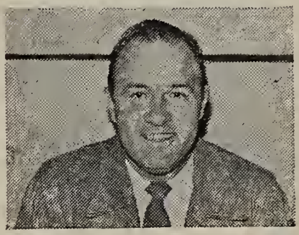
In any man's language, 50,000,000 records is a lot of records. And when it comes to a quarter of an entire industry's output, it means that everything else that happens in that industry is dependent on that sale.

As record men will be quick to tell you, record sales weren't always at the 200,000,000 level. In the early 1930's, before the modern juke box was introduced, the record industry was given up for lost. No one could see how it could survive against the competition of radio. But it has survived and expanded to the prosperity which it enjoys today. It survived because the introduction of the juke box once more made records a desirable commodity and it has expanded because juke boxes became so well accepted, that their needs and the sales to the public which they in turn created, required greater and greater amounts of records.

Today, juke boxes are the basis of the record industry. It is their buying potential which can be depended upon month in and month out whether the general public is buying records or not.

The juke box industry and the record industry have grown up and expanded together. With the cooperation and good will which they have shown till now, they can look forward to further growth and further expansion to the point where even today's sales will look small by comparison.

Best Wishes
MOA
CARL
STORY
and his rambling Mountaineers



Here's Our Latest
"MY LORD KEEPS A RECORD"
b/w
"SOMEONE TO LEAN ON"
Columbia 21205

The Original Hit!
"CARIBBEAN"
MITCHELL TOROK
on Abbott # 140
ABBOTT RECORD CO.
6636 Hollywood Boulevard
Hollywood 28, Calif.

FERLIN HUSKEY
"ELI THE CAMEL"
Capitol # 2746
CENTRAL SONGS
4527 Sunset Blvd.
Hollywood 27, Calif.

Moving Up Fast
From The Southland
And Spreading Nationally
Buddy Cunningham's
Beautiful Rendition of
"ANGELS IN THE SKY"
b/w
"A WASTED LOVE"
V-113
VALLEY RECORDS
Box 10033
Knoxville, Tenn.

Introducing OUR FIRST RELEASES!

NEW

Al Terry's
GOOD DEAL, LUCILLE
b/w
SAY A PRAYER FOR ME
Hickory 1003

NEW

Tommy Hill's
LOVE ME, BABY
b/w
THE LIFE THAT I'M LIVING
Hickory 1002

NEW

Bobby Dick's
THE LORD'S LAST SUPPER
b/w
THANK GOD I CAME OUT ALIVE
Hickory 1001

HICKORY DISTRIBUTORS

NORTHEAST

Edward S. Barsky, Inc.
2522 North Broad Street
Philadelphia, Pa.

Music Suppliers of N. E.
263 Huntingdon Avenue
Boston, Mass.

Transdisc Corporation
750 10th Avenue
New York, N. Y.

MIDWEST

A & I Record Distributors
531 West Sixth Street
Cincinnati, Ohio

ARC Distributing Co.
4600 Woodward Avenue
Detroit 1, Mich.

Benart Distributing Co.
327 Frankfort Avenue
Cleveland, Ohio

Commercial Music Co., Inc.
2560 Holmes Street
Kansas City 2, Mo.

Commercial Music Co., Inc.
2630 Olive Street
St. Louis, Mo.

M. S. Distributing Co.
2009 South Michigan Ave.
Chicago, Ill.

SOUTHEAST

Binkley Distributing Co.
50 Riverside Avenue
Jacksonville, Fla.

Mangold Distributing Co.
2212 West Morehead St.
Charlotte, N. C.

Music City Record Distributors
714 Allison Street
Nashville 4, Tenn.

Southland Distributing Co.
441 Edgewood Ave., S.E.
Atlanta, Ga.

SOUTH & SOUTHWEST

Big State Distributing Co.
137 Glass Street
Dallas, Texas

Glenn Allen Co.
1146 Union Avenue
Memphis 3, Tenn.

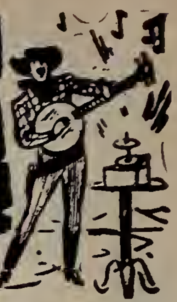
Mallory Distributing Co.
630 Baronne
New Orleans, La.

Oklahoma Record & Supply Co.
627 N.W. 2nd Street
Oklahoma City, Okla.

South Coast Amusement Co.
314 East 11th Avenue
Houston 8, Texas

Hickory Records, Inc.
2510 FRANKLIN ROAD
NASHVILLE 4, TENN.

THE CASH BOX FOLK & WESTERN DISK JOCKEY REGIONAL RECORD REPORTS



Bill Bailey
WMAQ—Chicago, Ill.

1. I Really Don't Want To Know (Eddy Arnold)
2. As Far As I'm Concerned (Red Foley)
3. Turn Around Boy (Douglas-Bailey)
4. He Played The Steel Guitar (Rex Allen)
5. Tennessee Whistling Man (Red Foley)
6. Coffee Blues (Herb & Kay)
7. Dog-Gone It, Baby (C. Smith)
8. Slowly (Webb Pierce)
9. Fancy Pants (Floyd Cramer)
10. Secret Love (Slim Whitman)

"Potato" Pete Hunter
KRCT—Baytown, Tex.

1. Slowly (Webb Pierce)
2. I'll Be There (Ray Price)
3. You Better Not Do That (Tommy Collins)
4. Secret Love (Slim Whitman)
5. I Love You (Wright & Reeves)
6. Say A Prayer For Me (Terry)
7. Will You Love Me (C. Adams)
8. Bimbo (Jim Reeves)
9. Isle Of Golden Dreams (Marty Robbins)
10. Cheatin's A Sin (Kitty Wells)

Doug Smith
WSLS—Roanoke, Va.

1. Slowly (Webb Pierce)
2. I Need A Little Help (The Carlisles)
3. Isle Of Golden Dreams (Marty Robbins)
4. You Better Not Do That (Tommy Collins)
5. Tell 'Em No (Curtis Gordon)
6. After Dark (Kitty Wells)
7. What Would It Take (Amos)
8. Dog-Gone It Baby Carl Smith)
9. You Can't Be True (W. Pierce)
10. Lovin' Spree (Eddy Hill)

Buddy Starcher
WESC—Greenville, S. C.

1. Release Me (Ray Price)
2. Secret Love (Slim Whitman)
3. Slowly (Webb Pierce)
4. What Am I Going To Do With You (Carl Smith)
5. I Really Don't Want To Know (Eddy Arnold)
6. You Better Not Do That (Tommy Collins)
7. Isle Of Golden Dreams (Marty Robbins)
8. Panamama (Hank Snow)
9. Time Out For Tears (Davis Sisters)
10. New Wildwood Flower (Buddy Starcher)

Joe Morris
WKDK—Newberry, S. C.

1. Slowly (Webb Pierce)
2. I Love You (Wright & Reeves)
3. You Better Not Do That (Tommy Collins)
4. Bimbo (Jim Reeves)
5. Release Me (Jimmy Heap)
6. Let Me Be The One (Locklin)
7. There Stands The Glass (Webb Pierce)
8. Changing Partners (P. King)
9. Just Married (Faron Young)
10. I Really Don't Want To Know (Eddy Arnold)

Johnny Rion
KSTL—St. Louis, Mo.

1. Slowly (Webb Pierce
2. Dog-Gone It, Baby (C. Smith)
3. I Love You (Wright & Reeves)
4. Secret Love (Slim Whitman)
5. Jealous Loving Heart (Tubb)
6. Changing Partners (P. King)
7. Bimbo (Jim Reeves)
8. Lovin' Spree (Eddy Hill)
9. Release Me (Ray Price)
10. Cheatin's A Sin (Kitty Wells)

Uncle Eb Brown
WGST—Atlanta, Ga.

1. I Love You (Wright & Reeves)
2. I Really Don't Want To Know (Eddy Arnold)
3. Just Married (Faron Young)
4. Slowly (Webb Pierce)
5. That's My Baby's Kisses (Lee)
6. Secret Love (Slim Whitman)
7. You Better Not Do That (Tommy Collins)
8. Alone (Texas Bill Strength)
9. I Hardly Knew It Was You (Faron Young)
10. I Walk With The King (Smith Bros.)

Dave Miller
WMIE—Miami, Fla.

1. Let Me Be The One (Locklin)
2. Slowly (Webb Pierce)
3. Secret Love (Slim Whitman)
4. I Love You (Wright & Reeves)
5. God Is Everywhere (Anita Kerr Singers)
6. Bandera (Al Alberts)
7. I Really Don't Want To Know (Eddy Arnold)
8. Release Me (Kitty Wells)
9. Bimbo (Pee Wee King)
10. You Knew Me When You Were Lonely (Eddie Zack)

Sheriff Tex Davis
WLOW—Norfolk, Va.

1. Slowly (Webb Pierce)
2. You Better Not Do That (Tommy Collins)
3. I Love You (Wright & Reeves)
4. I Really Don't Want To Know (Eddy Arnold)
5. Dog-Gone It Baby (C. Smith)
6. Y'All Come (Arlie Duff)
7. Tell 'Em No (C. Gordon)
8. There Stands The Glass (Webb Pierce)
9. Let's Kiss And Try Again (Shepard & Huskey)
10. Chances Are (B. Williamson)

Sleepy Eyed John
WHHM—Memphis, Tenn.

1. Secret Love (Slim Whitman)
2. I Really Don't Want To Know (Eddy Arnold)
3. I Love You (Jimmy Wakely)
4. You Better Not Do That (Tommy Collins)
5. Hello To The Blues (B. Amos)
6. Tight Wad (York Bros.)
7. Slowly (Webb Pierce)
8. Bimbo (Pee Wee King)
9. Gotta Get A-Goin' (Davis Sisters)
10. I'll Be There (Ray Price)

Earl 'Grandpappy' Davis
WFHG—Bristol, Va.

1. I Really Don't Want To Know (Eddy Arnold)
2. Tennessee Whistling Man (Red Foley)
3. Huggin' My Pillow (P. King)
4. I Love You (Wright & Reeves)
5. Secret Love (Slim Whitman)
6. Tight Wad (York Bros.)
7. Gotta Get A-Goin' (Davis Sisters)
8. You Better Not Do That (Tommy Collins)
9. It Just Tears Me All To Pieces (Jimmy Osborne)
10. Do Lord (Russell, Haines, Davis, Russell)

Cracker Jim
WMIE—Miami, Fla.

1. Secret Love (Slim Whitman)
2. I Really Don't Want To Know (Eddy Arnold)
3. Slowly (Webb Pierce)
4. Wake Up Irene (Thompson)
5. Changing Partners (P. King)
6. Dog-Gone It, Baby (C. Smith)
7. Till We Two Are One (Tubb)
8. I Love You (Wright & Reeves)
9. Let Me Be The One (Locklin)
10. As Far As I'm Concerned (Red Foley)

Gabe Tucker
KATL—Houston, Tex.

1. Secret Love (Slim Whitman)
2. Too Hot To Handle (Noack)
3. Huggin' My Pillow (P. King)
4. I Really Don't Want To Know (Eddy Arnold)
5. My Heart Keeps On Beating (Harry Rodcay)
6. Go On And Leave (S. Stover)
7. Country Love (Texas Stent)
8. Lonesome Daddy Blues (Swan)
9. Doubtful Heart (Jacoby Bros.)
10. My Greatest Thrill (S. James)

Clay Eager
WLOK—Lima, Ohio

1. I Really Don't Want To Know (Eddy Arnold)
2. Let's Kiss And Try Again (Huskey & Shepard)
3. You Better Not Do That (Tommy Collins)
4. Wake Up Irene (Thompson)
5. The Man Upstairs (C. Copas)
6. As Far As I'm Concerned (Red & Betty Foley)
7. Let Me Be The One (Locklin)
8. There Stands The Glass (Webb Pierce)
9. I Need A Little Help (The Carlisles)
10. Release Me (Kitty Wells)

Jack Gale
WSRS—Cleveland, Ohio

1. I Really Don't Want To Know (Eddy Arnold)
2. Slowly (Webb Pierce)
3. I Love You (Wright & Reeves)
4. What Am I Gonna Do With You (Carl Smith)
5. Y'All Come (Herb Henson)
6. There Stands The Glass (Webb Pierce)
7. Just Married (Faron Young)
8. Time Out For Tears (Davis Sisters)
9. Secret Love (Slim Whitman)
10. Let Me Be The One (G. Hill)

F. M. Smith
WFOR—Hattiesburg, Miss.

1. Bimbo (Jim Reeves)
2. Slowly (Webb Pierce)
3. Love Trap (Johnnie & Jack)
4. I Love You (Wright & Reeves)
5. Until I Lost You (Lovett Sisters)
6. I Really Don't Want To Know (Eddy Arnold)
7. Good Deal, Lucille (Al Terry)
8. Lovin' Spree (Eddy Hill)
9. Sierra Nevada (Sons Of Pioneers)
10. I Need A Little Help (The Carlisles)

Elmer Snodgrass
WAKE—Greenville, S. C.

1. Slowly (Webb Pierce)
2. You Better Not Do That (Tommy Collins)
3. I Love You (Wright & Reeves)
4. Act 1, 2, 3 (Hank Snow)
5. Taking Time Out For Tears (Davis Sisters)
6. I Really Don't Want To Know (Eddy Arnold)
7. Let Me Be The One (Locklin)
8. Happy Go Lucky (A. Inman)
9. Dog-Gone It, Baby (C. Smith)
10. After Dark (Kitty Wells

"Chuckwagon Chuck" Nichols
KOWB—Laramie, Wyo.

1. Changing Partners (P. King)
2. Caribbean (Eddie Kirk)
3. Secret Love (Slim Whitman)
4. There Stands The Glass (Webb Pierce
5. Y'All Come (Jimmie Dickens)
6. Act 1, 2, 3 (Hank Snow)
7. I Really Don't Want To Know (Eddy Arnold)
8. Hootchy Kootchy Henry (Mitchell Torok)
9. Gotta Get A-Goin' (Davis Sisters)
10. Let Me Be The One (Strange)

L. F. Kenfield
WTIC—Hartford, Conn.

1. Who Buy My Heartaches (Carl Smith)
2. Thanks (Jimmy Wakely)
3. Unpucker (The Carlisles))
4. It's Been So Long (W. Pierce)
5. Wake Up Irene (Thompson)
6. Look In Both Directions (Jim Lowe)
7. Release Me (Jimmy Heap)
8. Bimbo (Gene (Autry)
9. Tennessee Whistling Man (Red Foley)

Carl E. Lamm
WCKB—Dunn, N. C.

1. I Love You (Wright & Reeves)
2. I Really Don't Want To Know (Eddy Arnold)
3. Changing Partners (P. King)
4. Slowly (Webb Pierce)
5. Dog-Gone It, Baby (C. Smith)
6. Y'All Come (Grandpa Jones)
7. Love Trap (Johnnie & Jack)
8. Run 'Em Off (Lefty Frizzell)
9. Wake Up Irene (H. Thompson)
10. I Gave My Wedding Dress Away (Kitty Wells)

Pop's Country Store
WXGI—Richmond, Va.

1. I'll Be There (Ray Price)
2. Release Me (Jimmy Dean)
3. Hello, Operator (D. Owens)
4. Good Deal, Lucille (Al Terry)
5. Dreams Of Mother And Home (Mac Wiseman)
6. Slowly (Webb Pierce)
7. Gotta Get A-Goin' (Davis Sisters)
8. Who Wrote That Letter To John (Eddy Hill)
9. After Dark (Kitty Wells)
10. I'm In Heaven (Bearden & Wright)

Thanks Fellas

We Hope Your Convention's A

"SMASH"

Johnnie & Jack

"I GET SO LONELY"

b/w

"YOU'RE JUST WHAT THE DOCTOR ORDERED"

RCA Victor 20/47-5681

•

Featured On

Grand Ole Opry

WSM-TV

•

Exclusive Mgt.
FRANKIE MORE
631 Murfreesboro Road
Nashville Tenn.
Phone 6-2215

RCA VICTOR

Hawaiian Hillbilly DJ

HONOLULU—Pictured at the mike is Lonnie Bell, considered the No. 1 Western DJ on the islands. Born in Enterprise, W. Va., Lonnie is a true lover of Hillbilly music, which, incidentally, is liked by the approximately 8 or 9 nationalities that populate the Hawaiian Islands. A Navy man by profession, he operates the Western Roundup during his spare time. He's married to the former Mildred Cribb of Pensacola, Fla., and is the father of 8 children.

THE TEN FOLK AND WESTERN RECORDS DISK JOCKEYS PLAYED MOST THIS WEEK

1.	SLOWLY	Webb Pierce (Decca)
2.	I REALLY DON'T WANT TO KNOW	Eddy Arnold (RCA Victor)
3.	SECRET LOVE	Slim Whitman (Imperial)
4.	I LOVE YOU	Ginny Wright & Jim Reeves (Fabor)
5.	BIMBO	Jim Reeves (Abbott)
6.	YOU BETTER NOT DO THAT	Tommy Collins (Capitol)
7.	LET ME BE THE ONE	Hank Locklin (4 Star)
8.	CHANGING PARTNERS	Pee Wee King (RCA Victor)
9.	DOG-GONE IT, BABY, I'M IN LOVE	Carl Smith (Columbia)
10.	RELEASE ME	Jimmy Heap (Capitol)

ATTENTION DEEJAYS AND PROGRAM DIRECTORS
. . . of stations big or small

If you are not on the Abbott and Fabor mailing list and care to do us the honor of spinning our releases please write us on your station letterhead and we will rush copies immediately.

GOING BIG

Abbott 148	"Bimbo"—Jim Reeves
A-152	"Mexico Gal"—T. Tommy Cutrer
A-154	"Mucho Gusto"—Smiley Burnette
A-155	"What's The Matter With Me"—Billy Barton
A-156	"Edgar The Eager Easter Bunny"—Mitchell Torok
A-157	"It Ain't My Baby"—Rudy Grayzell
A-160	"Echo Bonita"—Jim Reeves
Fabor 101	"I Love You"—Ginny Wright
F-102	"I'm In Heaven"—Tom Bearden & Ginny Wright
F-103	"Wait"—Jerry Rowley
F-104	"Drinking Tequilla"—Billy Dee

Fabor Robison

ABBOTT AND FABOR RECORDS
6636 Hollywood Blvd. Hollywood 28, Calif.

Thanks
TO THE MUSIC OPERATORS OF AMERICA
for
Your Past Favors

We will see you in Chicago

●

WATCH THESE NEW RELEASES

"I'M A STRANGER IN MY HOME"

Polly Possum & Joe Wolverton
COLUMBIA # 21196

Joe Maphis & Rose Lee
COLUMBIA # 18024

Eddie Dean
INTRO # 6087

Cowboy Copas
KING # 1329

Red Foley & Kitty Wells
DECCA

NOT YET RELEASED

Pee Wee King
"WHY DON'T Y'ALL GO HOME"
VICTOR # 20-5632

Porter Waggoner
"BAD NEWS TRAVELS FAST"
VICTOR # 20-5631

Noel Boggs
"DAY SLEEPER"
b/w
"STEALIN' HOME"
COLUMBIA # 21220

RIDGEWAY MUSIC CO., INC.
6087 SUNSET BLVD.
HOLLYWOOD CALIF.

• It's Different
• It's NEW!

Martha Carson

Singing

"LAZARUS"

b/w

"BYE AND BYE"

CAPITOL 2740

•

Happy Conventiontime
MOA

•

Exclusive Mgt.
X. COSSE
3415 Trimble Road
Nashville, Tenn.
Phone 9-9904

Capitol Records

America's Regional Music Has Become America's National Music

In the past five years there's been a basic change in the kind of American music that has reached the height of popularity. Whereas a decade or two ago, the top hits for the most part originated in the great sophisticated centers such as New York, Chicago or Hollywood, today they come from everywhere in the country, from every regional area and represent every local outlook and feeling.

This tremendous change in America's musical tastes has usuallv been summed up as the emergence of folk music. But it is in reality more than just that. It is the acceptance by the American people of its own traditions and creativeness.

It might be asked why has it taken so long for this creativeness to receive recognition. The answer is simiply that until recently we didn't have the means by which great numbers of people could be exposed to regional music in an acceptable way, in a way they could understand and appreciate.

Perhaps the greatest thanks for this achievement should go to the record companies. For it has been through recorded presentations that regional music has been able to reach the entire country in the shortest possible time. And it is also through the imaginativeness of the A & R men that folk tunes have been recorded in a way which is meaningful to the general public.

Before folk music emerged into the popular market, there had been numerous good tunes which remained strictly local, hits in their own area, but never going any further. It was when A & R men started taking these songs and presenting them in a pop fashion that the general public began to realize that perhaps they were missing something by not looking closer at these regional products. People in the trade began to realize that they were passing up a literal gold mine of material because the manner of presentation was different from what they were used to hearing.

But as soon as these songs were translated into the pop idiom, they became just as big—and many times even bigger—than they had been in the folk field.

While the A & R men deserve the credit for being the first to experiment with this music, it must always be recognized that it was through the network of 550,000 juke boxes located throughout the land that these songs were able to be exposed to audiences all over the country at the very same time.

As a matter of fact the juke box has played a major part in making our former regional music our current national music.

Before the introduction of the modern juke boxes in the early thirties, the only means for quickly spreading a song was through radio. But network shows, which could go across the entire country, were composed mainly of tunes written in the big city sophisticated tradition. There wasn't room on them for tunes from regional areas.

Only when the juke box really came into its own was it possible to program folk records everywhere in the nation — and so learn that they were meaningful everywhere.

Since the introduction of regional music, it has become so recognizable to the general public that still another phenomenon is now occurring. Some folk tunes now no longer have to be translated into pop forms but are acceptable in their original form. Now apparently the public has been so conditioned to folk music that even a straight folk rendition without any pop embellishments gets its message across.

Yes, popular musical tastes have undergone a drastic upheaval. And we're extremely happy to note that today, instead of decrying the fact as was the rule a few years ago, music men are not only accepting it and dealing with it, but are actually giving credit where it is due for the magnificent job that has been done in educating the public to enjoy this music.

THE CASH BOX Reports THE NATION'S BIG 10

HILLBILLY, FOLK & WESTERN JUKE BOX TUNES

1	**WAKE UP IRENE**	*Hank Thompson*	*(Capitol 2646; F-2646)*
2	**BIMBO**	*Jim Reeves*	*(Abbott 140; 45-140)*
3	**SLOWLY**	*Webb Pierce*	*(Decca 28991; 9-28991)*
4	**LET ME BE THE ONE**	*Hank Locklin*	*(Four Star 1641; 45-1641)*
5	**THERE STANDS THE GLASS**	*Webb Pierce*	*(Decca 28834; 9-28834)*
6	**SECRET LOVE**	*Slim Whitman*	*(Imperial 8223; 45-8223)*
7	**I REALLY DON'T WANT TO KNOW**	*Eddy Arnold*	*(RCA Victor 20-5525; 47-5525)*
8	**YOU ALL COME**	*Arlie Duff*	*(Starday 104; 45-104)*
9	**YOU BETTER NOT DO THAT**	*Tommy Collins*	*(Capitol 2701; F-2701)*
10	**RELEASE ME**	*Jimmy Heap*	*(Capitol 2518; F-2518)*

THANKS,
JUKE BOX
OPERATORS
for voting us
your No. 1
COUNTRY-WESTERN
CHOICE . . .

HANK THOMPSON

and his BRAZOS VALLEY BOYS

Hank Thompson

GOING BIG RIGHT NOW

WAKE UP, IRENE

b/w **GO CRY YOUR HEART OUT**

Capitol Record No. 2646

Capitol
REG U S PAT OFF
RECORDS

Personal Management:

JIM HALSEY

Suite 604 • Professional Building
Independence, Kansas

*(Write or wire for booking information
or phone Independence 1203)*

During Cleveland TV Show

The Nation's No. 1 Western Band Leader

PEE WEE KING

and his Golden West Cowboys
featuring REDD STEWART

THE CASH BOX BULLSEYE of the WEEK

Newest RCA Victor Record Releases
—Just Released—

WHY DON'T Y'ALL GO HOME
b/w
HUGGING MY PILLOW
RCA 47/20-5632

Going Strong
DECK OF CARDS
Recitation by Pee Wee King
RCA 47/20-5587
and
"CHANGING PARTNERS"
b/w
"BIMBO"
RCA 47/20-5537

THANKS . . COWBOY COPAS
for a swell KING Recording of
"(I'm A) STRANGER IN MY HOME"
King 1329

FEATURED STARS
Wed.: WEWS-TV
Cleveland

Thur.: WAVE-TV
Louisville
NBC—Sat. Night

For Availabilities
PEE WEE KING ENT.
307 VAUGHN BUILDING
LOUISVILLE, KENTUCKY

TV DUO CLICKS

TOWN COUNTRY
SONG PARADE
CITY AUTO

CHICAGO—Mary Jane Johnson and noted country music deejay, Bill Bailey (WMAQ, Chicago), are pictured on Bill's popular "Town and Country" TV show (CBS-TV, Saturdays). The duo has clicked in a big way with viewer-listeners. Bill's recording of "Turn Around Boy" is also going great.

Meeting Dates Of Music Operators' Associations

March 8, 9 and 10—MOA Convention
Place: Palmer House, Chicago, Ill.
8—Amusement Machine Assn. of Philadelphia, Inc.
Place: Broadwood Hotel, Broad & Wood Sts., Phila., Pa.
8—Western Massachusetts Music Guild, Ralph Ridgeway
Place: Ivy House, West Springfield, Mass.
9—Phonograph Merchants' Assn., Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (executive board).
12—California Music Guild
Place: Fresno Hotel, Fresno, Calif.
13—California Music Guild
Place: Bakersfield Inn, Highway 99, Bakersfield, Calif.
14—California Music Guild
Place: U. S. Grant Hotel, San Diego, Calif.
15—Westchester Operators' Guild, Inc.
Place: American Legion Hall, 57 Mitchell Place, White Plains, N. Y.
15—Amusement Machine Operators of Baltimore
Place: Mandell-Ballow Restaurant, 5435 Reisterstown Rd., Baltimore, Md.
17—New York State Operators' Guild
Place: Palatine Hotel, Newburgh, N. Y.
18—Eastern Ohio Phonograph Operators' Assn.
Place: 1310 Market Street, Youngstown, Ohio (executive board).
29—Central States Music Guild
Place: 805 Main Street, Peoria, Ill.
29—Dallas Music Operators' Assn.
Place: Big Pete's, 5001 Lover's Lane, Dallas, Tex.

April 1—Phonograph Merchants' Assn., Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (General).
1—California Music Guild
Place: Sacramento Hotel, Sacramento, Calif.
1—Eastern Ohio Phonograph Operators' Assn.
Place: Tod Hotel, Youngstown, Ohio (General).
5—Amusement Machine Operators of Baltimore
Place: Mandell-Ballow Restaurant, 5435 Reisterstown Rd., Baltimore, Md.
5—California Music Guild
Place: 311 Club, 311 Broadway, Oakland, Calif.

Best Country And Western Artist

NEW YORK—Hank Thompson won the 1953 Annual Music Poll of The Cash Box as the Best Country and Western Artist of 1953. Above he is pictured receiving his trophy from Ira Strassberg (left) of The Cash Box as Jim Halsey, Hank's manager, and George Weiss, Capitol promotion man, look on.

Best Folk Record

NASHVILLE—Bill Carlisle (standing right) receives his award for the Best Folk Record of 1953 in The Cash Box poll. It was his Mercury version of "No Help Wanted." R. Murray Nash (standing left) accepts the award for Acuff-Rose, publisher of the tune. The little boy is Hank Williams' son, receiving a posthumous award for his father. Charlie Lamb (lower right) of The Cash Box made the presentations.

Best Folk Artist

NASHVILLE—Webb Pierce, one of the hottest folk artists in the business, was voted Best Folk Artist of 1953 in The Cash Box' Eighth Annual Poll of juke box operators. Webb, who records for Decca, is shown accepting his trophy from Charlie Lamb (right) as his manager Hubert Long looks on.

Best Country And Western Record

LOS ANGELES, CAL.—The Best Country and Western Record in The Cash Box poll was Jim Reeves' "Mexican Joe" recorded on Fabor Robison's Abbott label. The left photo shows Carl Taft of The Cash Box presenting the trophy to Jim Reeves, while the right photo shows Fabor Robison, head of the diskery receiving his award.

WISHING YOU A HAPPY CONVENTION
MARTY ROBBINS
"MY ISLE OF GOLDEN DREAMS"
"ALOHA OE"
Columbia # 21213
MANY THANKS
Featured on THE GRAND OLE OPRY WSM-TV
See you at EXHIBIT ROOM 803

A Musical Riot!
MINNIE PEARL
Lets go with
"I WISHT THEY WOULD"
and
"MAN" (Uh-Huh)
RCA Victor # 20-5605
Best Wishes MOA • JAMBOREE ATTRACTIONS

JUST OUT ON STARDAY — JUKE BOX NATURAL
ARLIE DUFF # 132 "LET ME BE YOUR SALTY DOG" b/w "BACK TO THE COUNTRY"
SONNY BURNS # 131 "A PLACE FOR GIRLS LIKE YOU" b/w "HEART LIKE A DOLLAR SIGN"
NEW R & B on HOLLYWOOD
LINDA HAYES # 1009 "DON'T DO NOTHIN' BABY" b/w "NO NEXT TIME"
CHAREES BROWN With JOHNNY MOORE # 1006 "PLEADING FOR YOUR LOVE" b/w "THE BEST I CAN"
WRITE — WIRE — PHONE
DON F. PIERCE
STARDAY RECORDS CO.
2528 W. Pico Blvd., Los Angeles, Cal.
HOLLYWOOD RECORD CO.
Phone: DUnkirk 24841
(Also available from Plastic Products, Memphis, Tenn.)

NEW COUNTRY RELEASE—HOT FOR THE BOXES!
RAY BATTS
"STEALIN' SUGAR"
coupled with
"MAYBE IT'S YOU SWEETHEART, MAYBE IT'S ME"
EXCELLO 2028
Immediate Delivery on 78's & 45's
WRITE, WIRE OR PHONE — 42-2215
NASHBORO RECORD CO., INC.
177 3rd AVENUE N.
NASHVILLE, TENNESSEE

ALLIED MUSIC SALES
Sends Greetings to the MOA Convention
Now serving the West Coast with two branches
371 — 6th Street
San Francisco
2542 W. Pico
Los Angeles

Congratulations

MOA

Curtis Gordon

Hope you like my newest RCA Victor release . . .

"I'D DO IT FOR YOU"

LOWERY MUSIC
ATLANTA, GA.

b/w

"YOU CRAZY CRAZY MOON"

ACUFF-ROSE PUBLICATIONS

RCA Victor 20/47-5639

●

Still going strong!

"TELL 'EM NO"

b/w

"LITTLE BO PEEP"

RCA Victor 20/47-5550

RCA VICTOR
FIRST IN RECORDED MUSIC

SHAMEFUL

IS THE WAY TO DESCRIBE HOW OPERATORS TREAT ARTISTS WHO ENTERTAIN AT THEIR DINNERS

There's only one word to describe the kind of treatment artists have been receiving at the operator dinners at which they donate their services. That word is shameful.

Recently we attended a dinner of juke box operators at which the top singing stars in the country were present. These artists had traveled a long way to get there, had interrupted busy schedules, had taken time off from engagements at which they could have earned considerable amounts of money and had come to this function to entertain. Yet when they went on to perform, there was so much noise in the room that they could hardly be heard.

This isn't the first time that's happened.

We've attended a good many of these affairs and it's the rare one at which this situation doesn't exist.

When juke box operators plan their dinners, their committees make a great effort to obtain the best in entertainment that is available. And those committees usually do a terrific job, for artists know the value of juke boxes and the people who run them. But once they come to these dinners and receive the disgraceful, discourteous treatment which they invariably do, all the good that has been built up over a period of years immediately melts away.

Operators in the last several years have taken an important place in the music industry. They are looked upon with considerable respect by artists all over the country for they have proven their worth in hit making. But no artist is willing to take the kind of treatment which they receive at their functions.

And records or no records, hits or no hits, these artists are practically on the verge of saying "Never more".

For years, operators, their wives, and their families have had to work to overcome the connotations that used to be connected with their field. Now they've achieved that goal. The easiest way to break it down—and break it down fast—is to act like something less than ladies and gentlemen.

If you were an artist and had gone out of your way to sing for a group of people, you would feel slightly miffed if those people didn't even pay you the courtesy of listening to you. And not only would you feel inclined never to perform for that group again, but you would probably be hesitant about appearing before any similar group. It's obvious then that at every juke box function at which an artist is treated badly, it means that some other juke box organization is going to be deprived of that artist's future services. And it's not too difficult to see the point at which artists will agree among themselves never to entertain at such affairs again.

So for heaven's sake, operators, wise up. If you want artists to keep showing you the respect they have been, you have to show them that respect in return.

If you don't, you'll soon find you'll no longer be treated as an equal but as someone who is tolerated.

MAN, WOMAN AND A DJ

LONDON—Noted stage and screen actor, Jose Ferrer and his wife, top recording and motion picture star, Rosemary Clooney are shown visiting with BBS deejay, Jack Jackson, while on vacation in England. The pair's recent recording of "Man" and "Woman" has proved to be quite successful. Rosemary, incidently, has a copy on her lap.

"Alabama Jamboree" Adds More Names

BIRMINGHAM, ALA.—More names have been added to the roster of the "Alabama Jamboree" which was due to premiere Sunday, March 7th, with performances at 2:00 and 8:00 P.M. at the National Guard Armory, this city. Those added include the Marlu Sisters of Athens, Alabama; Ruth Woods, Tuscaloosa; Cliff Holman, magician and comedian; and Johnny Barfield and his Band of Phoenix City, Alabama.

Other headliners in this effort to make Birmingham the music center of the "Deep South" are Happy Wilson, Hardrock Gunter, the Melodettes, Sacred Singers, Happy Hitters, Little Charley McDill, Uncle Jim and many others.

M. C. of the affair was to be Clay Long. The "Jamboree" will be a weekly feature at the National Guard Armory.

Di Leo Agency Moves

PHILADELPHIA, PA.—The Lew Di Leo Theatrical Agency will expand its facilities starting April 1st by moving into the Juniper Building in Downtown Philadelphia.

Lew Di Leo, prexy, announces that he will inaugurate several new departments and will occupy space three times as large as the present quarters. Having specialized in cocktail lounge entertainment, the Philly agency will now have department heads to supervise a floor show department, hillbilly office and small label recording names.

Jack Howard will head the country and western department. Howard has been active in this field for many years.

Di Leo has not yet selected the other two department directors and is currently negotiating with several key men in the trade. Announcement will be made next week.

Among the acts under management to the Lew Di Leo Agency are: Jimmy Holmes, vocalist with the Ink Spots; the Variety Boys, Rainbow Recording trio; Murraymen, featured daily on WFIL-TV; and the Park Avenue Jesters, comedy trio.

Mail Man

NORFOLK, VA. — Sheriff "Tex" Davis is not only "Tidewater's Hillbilly King," but he's a pretty good friend of the post office, too.

Davis, who spins hillbilly records for WLOW radio daily and who has six television shows weekly on WTOV-TV, has been reported averaging 300 pieces of mail a day since the first of the year, a total of 1,800 letters and postcards a week.

These are mostly fan letters as there is no special contest being conducted on his shows.

Mail pull is nothing new to the Sheriff. In 1952, he received 24,216 pieces of mail on his radio shows—an average of better than 2,000 a month. In a special contest in 1951, Davis received 10,946 letters and cards in two months.

Davis' latest show is "Hillbilly Talent Scouts" viewed 8:30 to 9:00 p.m. Saturday nights over WTOV-TV. Local hillbilly talent competes for prizes and occasionally a tryout for a recording contract.

College DJ Show

NEW YORK—The Intercollegiate Broadcasting System Station at Lehigh University WLRN, has initiated a new series of taped broadcasts named Professor Dee Jay. The show which is aired weekly is under the supervision of Paul Sichert and brings to the WLRN audience the top personalities from the radio stations in Allentown, Bethlehem and Easton.

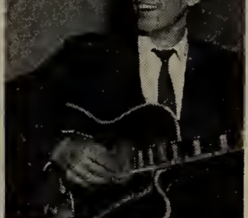
Operating on the assumption that familiarity is the best means of introduction, the show features the guest Dee Jay's own theme and his opening remarks as they are heard each day by his many fans throughout the Lehigh Valley.

Most Promising C & W Artist of 1953

The Cash Box

EL MONTE, CAL.—Ken Nelson (l.), Country and Western A & R head of Capitol Records; Jean Shepard; and Carl Taft, West Coast Representative of The Cash Box, hold up scroll for KCOP television cameras to pick up the inscription. Jean was presented the award for being named the most promising C & W artist of 1953 in the 8th annual poll of the nation's juke box operators conducted by The Cash Box. Scroll was presented on Cliffie Stone's Hometown Jamboree in El Monte, Calif.

HOWDY FELLERS!
HAPPY CONVENTION

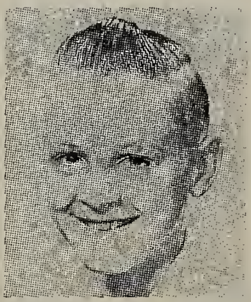


CHET ATKINS
Many Sincere Thanks
"Wildwood Flower"
b/w
"Simple Simon"

May I Join
Your Many
Friends In
Wishing You
A Happy
Convention!

•

This Is
My First



BOBBY
WRIGHT

Country Music's New
Child Star . . .
Singing and Selling—

"YOU'D BETTER NOT DO THAT"
b/w
"MY MAMA DIDN'T RAISE NO FOOLISH CHILDREN"
DECCA 29033

•

Exclusive Mgt.
FRANKIE MORE
631 Murfreesboro Road
Nashville, Tenn.
Phone 6-2215

DECCA
RECORDS

Operators:

A Success from the Start!

SHE'LL SWELL THE BOXES

RUBY WELLS

"WHY FALL SO SLOWLY"

b/w

"KISS ME"

RCA Victor 20/47-5686

RCA VICTOR

Happy Conventiontime

●

Exclusive Mgt.

FRANKIE MORE

631 Murfreesboro Road
Nashville, Tenn.
Phone 6-2215

Folk And Western Notes From California

LOS ANGELES—**Jim Reeves**, Abbott Records veteran artist, was honored in Hollywood the 22nd of February at a party staged by **Bea Terry**, the publisher. **Fabor** and **Mary Robison** of Abbott and their staff were present along with representatives of the press. Artists included **Johnny Bond, Eddie Dean, Ginny Wright, Cousin Herb Henson, Jimmy Thomason, Big Jim DeNoon**, and **Harry Rodke**. Jim and Mrs. Reeves are on the West Coast for his current tour which was set by Americana Corporation. . . . **Eddy Arnold** was in Hollywood several days and was guest of **Spike Jones** on his NBC-TV show the 20th of February from El Capitan Theatre. Eddy flew out on Sunday for Chicago on business and by Monday was back at his office in Brentwood, Tennessee. He spent a week in Miami appearing at the big Olymia Theatre. Eddy's current record "I Really Don't Want To Know" and "I'll Never Get Over You" is setting new sales records every week according to RCA Victor. . . . **Joe Maphis** and **Rose Lee** have a brand new release on Okeh and titles are "Hen House Serenade" and "Cold Heart of Steel." This new platter was getting good initial play the first few days. Joe and Rose do duets on both sides. Looks like a perfect follow up to their previous Okeh release, "Stranger In My Home" and "Please Mister Mailman," which still is a favorite. Aside from personals in the Southern Califoria area they continue to appear each Friday and Saturday night at "Town Hall Party" in Compton, Calif. Joe's voice and music are heard in the Universal film, "The Glenn Miller Story" doing "Little Brown Jug" along with Skeets **McDonald**. . . . **Ken Nelson**, C&W A&R head of Capitol Records, recently left for the East on a business trip. He planned to work his way in to Chicago in time for the MOA Convention. . . . **Eddie Wright** has two very strong sides out on the Ac'cent label. Top side features "Guilty Eyes" coupled with "Somebody's Got To Lose." He does a great job on both sides and could click with either deck. . . . **Jack Tucker** is still on the Texas Tiny Hit Parade, and the songs, "Too Quick To Condemn" b/w "Too Blue To Cry" on the Four Star label are being covered by the majors. Jack is a country boy at heart though, and is still carrying on each Saturday night at the **Foreman Phillips'** Barn Dance, and the remainder of the week at the Hitching Post. . . . **Ferlin Huskey** is in the state of Washington working single dates, but will return to his ranch home near San Diego within the next few days. Huskey's current release is "The Glass That Stands Beside You" and "Let's Kiss and Try Again." He is teamed with his powerful little singing partner, **Jean Shepard**. The record has been riding near the top in C&W sales at Capitol. Huskey has been on tour for almost five months and has appeared on hundreds of dates across Canada and the Northern United States. . . . **Ginny Wright** flew into Los Angeles from Shreveport recently for dates in the Modesto, Calif. area then returned to Los Angeles for shows March 4th through 6th. By March tenth she will be in Cleveland for guest appearances with **Pee Wee King** and his band on TV from the Ohio city. Her new releases are with **Tom Bearden** and they do "I'm In Heaven" and "Dance Gypsy Dance". On two other sides Ginny sings with **Jerry Rowley** on "The Lonesome Seagull" backed with "Wait". She is a regular on "Louisiana Hayride" from KWKH, Shreveport.

EVERY BEST WISH
FOR A
HAPPY
CONVENTION

COWBOY COPAS

My Sincere Thanks

("I'M A) STRANGER IN MY HOME"

b/w

"I'LL BE THERE (IF YOU EVER WANT ME)"

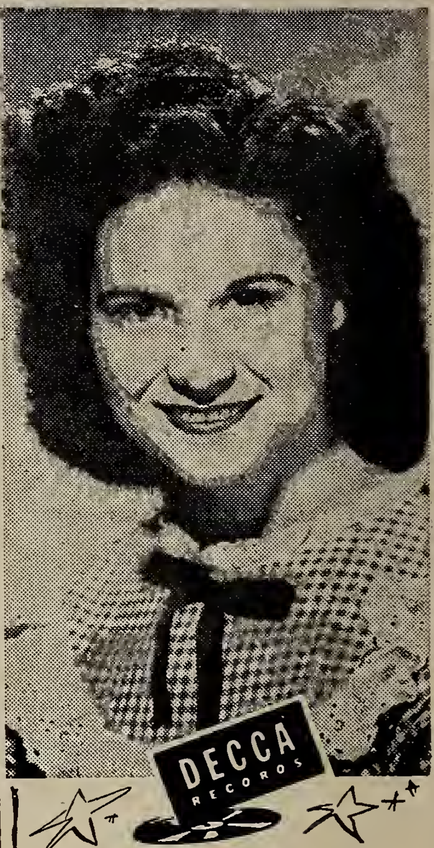
THE CASH BOX THE 10 TOP FOLK & WESTERN Best Sellers

1. **SLOWLY**
   Webb Pierce
   (Decca 28991; 9-28991)
2. **BIMBO**
   Jim Reeves
   (Abbott 148; 45-148)
3. **I REALLY DON'T WANT TO KNOW**
   Eddy Arnold
   (RCA Victor 20-5525; 47-5525)
4. **THERE STANDS THE GLASS**
   Webb Pierce
   (Decca 28834; 9-28834)
5. **SECRET LOVE**
   Slim Whitman
   (Imperial 8223; 45-8223)
6. **LET ME BE THE ONE**
   Hank Locklin
   (4 Star 1641; 45-1641)
7. **WAKE UP IRENE**
   Hank Thompson
   (Capitol 2646; F-2646)
8. **YOU BETTER NOT DO THAT**
   Tommy Collins
   (Capitol 2701; F-2701)
9. **RELEASE ME**
   Jimmy Heap
   (Capitol 2518; F-2518)
10. **YOU ALL COME**
    Arlie Duff
    (Starday 104; 45-104)

Sincere Thanks

MOA

KITTY WELLS



Sings

"AFTER DARK"

b/w

"RELEASE ME"

DECCA 29023

●

Featured On

Grand Ole Opry
WSM-TV

●

Exclusive Mgt.

FRANKIE MORE

631 Murfreesboro Road
Nashville, Tenn.
Phone 6-2215

Thanks
Music
Operators
of
America
for
Voting
...

"MEXICAN JOE"

the best Country and Western Record of 1953

and for . . .

following it up in the same year with

"BIMBO"

. . . the current No. 1 C&W Tune

and now

Watch Jim's new release

"ECHO BONITA"

b/w

"THEN I'LL STOP LOVING YOU"

Abbott # 160

ABBOTT RECORD COMPANY

6636 Hollywood Blvd. Hollywood 28, Calif.

1st RELEASE ON DOT
Greetings Music Operators of America
LONZO & OSCAR
FEATURED STARS WSM GRAND OLE OPRY & WSM-TV
"LET ME BE THE ONE, #2" and "WILD OATS"
Dot RECORDS
GALLATIN, TENNESSEE
PHONE 880-881
DOT-1196

FOLK AND WESTERN REVIEWS

A DISK & SLEEPER
B+ EXCELLENT
B VERY GOOD
C+ GOOD
C FAIR
D MEDIOCRE

THE CASH BOX BULLSEYE of the WEEK

"ECHO BONITA" (2:45) [Fairway BMI—K. Devine]
"THEN I'LL STOP LOVING YOU" (2:21)
[American BMI—J. Reeves]
JIM REEVES
(Abbott 160)

● First he hit with "Mexican Joe" which won top honors as the best Country and Western record of 1953 in the Eighth Annual Cash Box Juke Box Operators' Poll. Then he recorded "Bimbo" and it proved to be an immediate success. This time it's "Echo Bonita" and Jim Reeves should be right up there again to occupy the heralded position. It's an exciting, fast moving Mexican styled number waxed in outstanding fashion by Reeves. "Then I'll Stop Loving You" is a beautiful, quick beat love song with most inviting lyrics.

"MY EVERYTHING" (2:40) [Hill & Range BMI—Lacy, Wilson]
"SECOND FLING" (2:30) [Alamo ASCAP—Nelson, J.. Javits]
EDDY ARNOLD
(RCA Victor 20-5634)

● Eddy Arnold, who is known to the trade as "The Tennessee Plowboy" is also recognized as one of the most consistent sellers of country music. It is indeed a rare occasion when the artist's name is not to be found at the top of the popularity charts. His latest two-sided coin-catcher just about shows why such an event seldom occurs. "My Everything", on the top deck is a lovely, slow tempo romantic ballad. The coupling, dubbed "Second Fling", is a catchy, quick beat bouncer and proves to be a perfect wedding for the jukes. Watch 'em both.

"ELI, THE CAMEL" (2:40) [Central BMI—C. Wilson]
"SOMEBODY LIED" (2:32) [Central BMI—B. Cole]
FERLIN HUSKEY
(Capitol 2746)

● We won't mention names but a certain cigarette company is going to be the recipient of much free publicity as soon as the public hears Ferlin Huskey's tale of "Eli, The Camel". The mellow-voiced country chanter has already hit the top of the lists as part of the Shepard-Huskey combination. Now he should take a solo ride to the peak of the charts on the back of a one-humped camel named Eli. Poor, thirsty old Eli stands there alone while his master is probably living it up at the hotel on the other side of the pack. Flip, "Somebody Lied", is a middle beat lover's lament effectively spun by Huskey. It's "Eli" 2 to 1.

JOHNNY HORTON
(Mercury)

B+ "TRAIN WITH A RHUMBA BEAT" (2:39) [American BMI—Horton] Johnny Horton comes up with an excellent piece of original material and treats it to a top-drawer vocal effort. It's an unusual waxing that could stir up noise.

C+ "MOVE DOWN THE LINE" (2:15) [Old Charter ASCAP—Wallace] Reverse deck is a quick tempo ditty etched in pleasing fashion by mellow-voiced Horton.

EARL PETERSON
(Sun 197)

B "BOOGIE BLUES" (2:33) [Hi-Lo BMI—Peterson] Earl Peterson, "Michigan's Singing Cowboy", infectiously vocals a fast paced, rhythmic item. The artist's soft, light yodel adds flavor to an engaging platter.

C+ "IN THE DARK" (2:33) [Perco BMI—O. F. McGee] On the bottom lid Peterson's velvety tones deliver a sincere reading on a middle tempo romantic lament.

THE MORGAN SISTERS
(King 1328)

B+ "PINE TREE, PINE OVER ME" (2:19) [Miller ASCAP—Jordan, Bass, Brewster] The Morgan Sisters turn in a truly effective debut as they dish up some expert harmony on a lilting, middle tempo item. Side could be a real smash.

B "LOW DOWN HOE DOWN" (2:02) [Teresa BMI — Gould, Davenport] Under portion is a quick beat, happy-go-lucky ditty treated to a sparkling performance by the gals.

DELBERT BARKER
(Garnett 500)

B "BUILDING CASTLES" (2:10) [BMI — B. Garnett] Delbert Barker's distinctive vocal styling comes over well on a fetching middle beat sentimental item with tender lyrics. An appealing disk that should garner spins.

C+ "YEARNING IN MY HEART" (2:12) [BMI—B. Garnett] Under lid is a middle tempo, feelingful piece smoothly handled by Barker. Strings warmly assist.

HANK LOCKLIN
(Decca 29030)

B+ "QUEEN OF HEARTS" (2:32) [Four Star BMI—B. Maxwell] Hank Locklin can really sell a tune. This time it's a captivating, middle tempo item on which the artist desires to know his destiny. Disk has fullest potential.

B "MYSTERIES OF LIFE" (2:49) [Four Star BMI—V. F. Stewart] Lower half is a moderate beat, tear-compelling tune that Locklin vocals in winning fashion. Two enchanting sides.

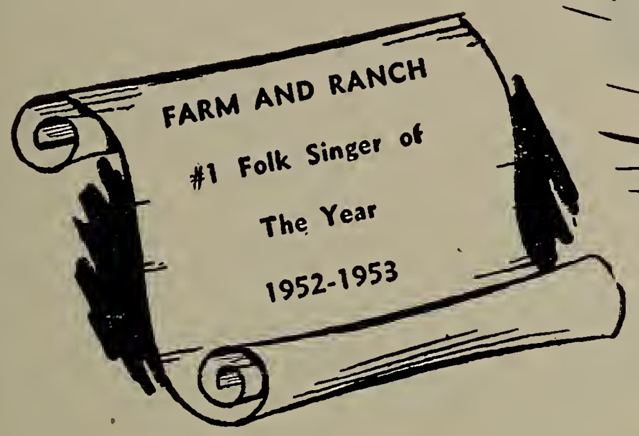
ROD BRASFIELD
(Hickory 1006)

B "ROD'S TRIP TO CHICAGO" (Part 1) (2:27) [Acuff-Rose BMI—Brasfield] Rod Brasfield should cash in on the recent trend of comic recitations as he comes up with a delightful narrative of events that occurred on his way to the windy city.

B "ROD's TRIP TO CHICAGO" (Part 2) (2:33) [Acuff — Rose Brasfield] A continuation of Rod's down-to-earth humor is found on the flipside. Disk could catch and enjoy a healthy sale.

Webb Pierce

"THE WONDERING BOY"


FARM AND RANCH
#1 Folk Singer of
The Year
1952-1953

Two Years In A Row

"THE CASH BOX AWARD"

THANKS Juke Ops. For Voting Me No. 1 In THE CASH BOX POLL

My Latest and Greatest

"SLOWLY" and "YOU JUST CAN'T BE TRUE"

Decca 28991 (9-28991)

MR. OPERATOR:

See You At The MOA Convention
March 8, 9, 10-

Webb

DECCA RECORDS

OPS, HERE'S A BIG COIN-CATCHER!
CARL SMITH
sings
"DOG-GONE IT BABY, I'M IN LOVE"
b/w
"WHAT AM I GOING TO DO WITH YOU"
(Columbia 21197; 4-21197)
Best Wishes M.O.A. for a Happy Convention Time
COLUMBIA RECORDS
Featured STAR of
GRAND OLE OPRY and WSM-TV
Direction: JAMES DENNY WSM ARTISTS SERVICE BUREAU, NASHVILLE, TENN.

THE CASH BOX FOLK and WESTERN ROUNDUP

THE CARLISLES

KITTY WELLS

GINNY WRIGHT

Cowboy Copas (King) long-standing favorite in the Country Music field and star of Grand Ole Opry, seems to be pushing through with one of his best efforts in some time. . . . Copas' new release is "Stranger In My Home" and "I'll Be There." Both of these tunes have created quite a bit of action and the interest is running highly favorable! **Ray Price** (Columbia) first recorded "I'll Be There" backed with "Release Me," which is incidentally Price's biggest record to date! **Ernest Tubb** (Decca) and **Hank Snow** (RCA Victor) who have contributed largely to pioneering the **Jimmie Rodgers** Memorial Day Celebration, to be held in Meridian, Mississippi, May 26th, have just returned from Meridian where plans were completed for this year's event. **Dub Allbritten**, who directs the affairs of these two artists, expects the event to be a profound success, and Allbritten comments that the concentrated interest among disc jockeys and artists and the public in general is very gratifying! An estimated attendance of 50,000 is expected to climax this year's celebration! **Roy Acuff** (Capitol) has just completed a set of fifty-two transcribed, fifteen-minute shows for Royal Crown Cola, which will be played over one hundred radio stations throughout the country. The transcribed shows starring **Roy** and featuring the **Duke of Paducah** were written, produced and announced by **Louie Buck**, veteran WSM announcer. This marks the first time in Acuff's entire career where he has consented to do transcribed shows. Acuff also stars for the Royal Crown people on Saturday nights Grand Ole Opry! **Earl Songer** has started his own publishing company with BMI. Earl is planning to tour the southern states to promote his next release and to pick up songs for his new pubbery. Last week Boston held one of it's biggest Hayloft Jamborees according to **Aubrey L. Mayhew**, Director of WCOP's Artist Service Bureau. **Tom Edwards**, WERE-Cleveland, Ohio, while on his recent visit to New York, dropped into the office and had a real fine chat with the staff. Tom's weekly Newsletter jam-packed with info about country artists. **Frankie More**, manager for **Johnnie and Jack** and **The Tennessee Mountain Boys**, and **Kitty Wells**, reports that his group have already committed for personal appearances in Canada commencing in June! Most recent addition to Frankie's line-up of talent includes young **Bobby Wright**, son of **Johnnie Wright** and **Ruby Wells**, daughter of **Kitty Wells**, who recently did her first session for RCA Victor . . . tunes titled "Why Fall So Slowly" and "Kiss Me"! In a recent issue of Cash Box, in this column, there was mentioned that **Johnnie and Jack, Little Jimmie Dickens, Kitty Wells**, and **Del Wood** played to an audience of 3300 people in Shreveport, La. I regret that I failed to mention that the **Carlisles** were featured on this packaged Grand Ole Opry Show . . . and, also, would like to mention that the **Carlisles** were formerly featured on the Louisiana Hayride, the Country Music Show, which originates from Shreveport. The Carlisles are now featured artists of WSM Grand Ole Opry and are managed by **Tillman Franks**, **Betty Amos**, who now records for Mercury, seems to be gaining a strong position with her current release "I Said Hello To The Blues." . . . Incidentally, **Tilman Franks** is co-author of the tune! Still battin' a hundred percent is the ole Redhead. . . . **Red Foley**, currently stirrin' up lots of plays via his recording of "As Far As I'm Concerned" . . . assisted by his daughter . . . **Betty Foley**! **Little Jimmie Dickens** breaking through big with his newest recording on Columbia . . . "You'd Better Not Do That"! That "Hand Spanked Youngun" **Eddie Hill** who has a brand new RCA Victor record out titled "I Changed My Mind (And I'll Go Home Again)" and "Presswood The Giant Killer." **Pee Wee King** has had several guests on his TV Shows in Cleveland recently. Among some of the artists who have guested with Pee Wee are **Minnie Pearl, Curtis Gordon, Cowboy Copas, The York Brothers, Onie Wheeler, Rosalie Allen** and **Ginny Wright**. **Eddy Arnold** traveled to Hollywood on February 20th to make an appearance on the Spike Jones Show on NBC-TV. Eddy also recently did a very successful appearance in Miami, at the Olympia Theatre with the **Davis Sisters**. Just received word the other day that Eddy's record sales have now passed the 25 million mark. Eddy began his recording career with RCA Victor in 1945! **Hank Snow** visited with **Rex Allen** while in Hollywood recently. The two got together to renew acquaintances with an old friend . . . **Rod Cameron**! **Red Garrett** set for appearances on the Louisiana Hayride over KWKH, Shreveport, La., March 13th. Red will tour Ohio from March 21st through 28th. Good buddy **Chet Atkins** has a brand new Fan Club Journal out. . . . They call the Journal, the "Gallopin' Guitar News." **Ruby Bateman** was special guest not long ago on a Jamboree Show in Longview, Texas, and is still contributing her talent on KRLD-TV every other Saturday and **Al Turner's** Big D Jamboree! **Joyce Moore** (RCA Victor) has just completed personal appearances with **Webb Pierce** (Decca) with dates in Augusta, Jacksonville, Tampa and Orlando. Joyce recently returned from a tour with **Carl Smith** and **Moon Mulligan** in Stillwater, Oklahoma. Joyce's fan club president is **Bill Martin** of Atlanta, Ga. The **Carter Sisters**, June, Helen and Anita do a fine job on their latest release "Don Juan"! **Col. Tom Parker Tom Diskin** busy working out arrangements for their forthcoming RCA Victor Carravan tour which will feature some of the leading Country and Western Artists in the business! **Marty Robbins** (Columbia) continues to build and dish out his own style of fine music . . . his latest effort is really a good bit of singing . . . "Isle Of Golden Dreams." **Carl Smith** (Columbia) continues to rack up successful personal appearances, having just completed a number of dates in Ohio territory. Carl is currently getting big play on his "Doggone It Baby, I'm In Love" and "What Am I Gonna Do With You." The record has already passed the 100,000 mark and still going strong! **Grandpa Jones** (RCA Victor) scheduled for a tour of Nova Scotia and New Brunswick this spring and summer. Funnymen **Lonzo and Oscar** scheduled for their first release on Dot records very shortly! **Charlie Yates**, of Yates Artists Corp., New York, visiting Nashville and Grand Ole Opry. **Yates**, long-recognized as one of the top agents in the business, enjoyed the flow of Country Talent which paraded before the WSM-NBC microphones during his visit!

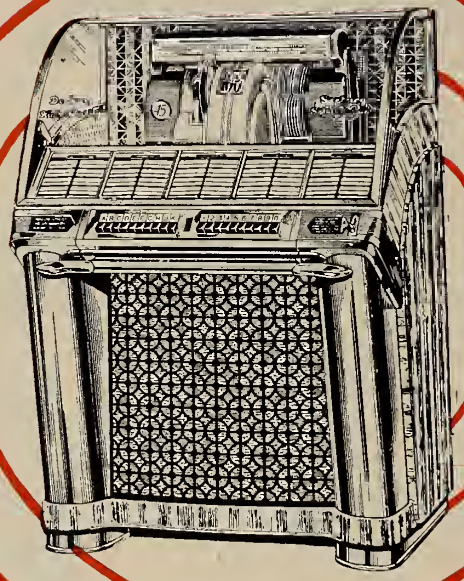
Thanks Fellas

We're Humbly Grateful

ERNEST TUBB & **HANK SNOW**

Exclusive Direction
DUB ALLBRITTEN
417 Broadway — Phone 5-7013
Nashville, Tennessee

HIGH FIDELITY



THE
Select-o-matic 100

THE MOST WIDELY PUBLICIZED
MECHANISM FOR THE PLAYING
OF RECORDED MUSIC

Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBURG CORPORATION
Chicago 22, Illinois

Select-o-matic 100

America's Finest and Most Complete Music Systems

Here
and
There
•
and
from
Everywhere...
Coinmen
Attending
the
MOA
Convention
are
saying...
Meet Me
in
Room
816
(The Cash Box Room)

"A Dream Come True":

MOA
MUSIC OPERATORS OF AMERICA

4TH ANNUAL CONVENTION

Many of the nation's music operators who now look to MOA (Music Operators Of America) to defend them from all adverse national legislation (which is the purpose for the creation of MOA) seem to know very little about the beginning of Music Operators Of America.

These operators don't realize that just a handful of men were present to defend them from the Buckley Bill, some years back, during the Open Public Hearings before the House of Representatives' Sub-Committee-On-The-Judiciary in Washington, D. C.

These men, including the publisher of *The Cash Box*, fought hard to prove that the nation's music operators should not be double-taxed and, furthermore, that the juke box owners did not enjoy the kind of returns, which they were reported to obtain, from their automatic phonographs.

The brilliant speech of Sidney H. Levine, local counsellor for the New York music operators' association, will long be remembered by those few who were present.

It was after these hearings that *The Cash Box* created a "triumvirate of attorneys" to help defend this industry from any future such bills which might be introduced in the Congress of these United States.

The three attorneys were: William Rosenfeld of the Cleveland and Ohio music operators' associations; Sol Kesselman of the New Jersey music operators' association, and Sidney H. Levine of the New York music operators' association.

The Cash Box had awakened the entire juke box industry to such adverse national legislation and the industry, in turn, commended this publication,

It hailed the creation of this triumvirate of attorneys to watch out for any future national legislation which might prove harmful to the industry in any fashion whatsoever.

A few months went by, after the creation of this triumvirate of attorneys, and the convention of the industry took place in Chicago.

During this convention, *The Cash Box* called together all the music operators' association leaders, to meet in its suite of rooms at the Bismarck Hotel.

Here was created what is today known as Music Operators Of America.

As was explained at that very first meeting, and has been brought out time and again since then, Music Operators Of America was created for the sole purpose of watching out for any adverse national legislation which might seriously effect the juke box industry.

This job Music Operators Of America has done and done well. It has helped to defend the music operators. It has helped to bring them closer together. It has helped them to better understand their industry. It has helped show them the correct path to favorable public relations.

There is now no doubt, as this Fourth Annual Convention gets under way, that the crowds of music men who are present will thrill, just as will the members of this publication, to the fact that here, at long last, have come together the nation's juke box owners to listen to what will help them to enjoy a finer future, as well as a greater and more respected industry.

It seems only yesterday when all applauded the men who attended that first creative meeting in *The Cash Box*' suite of rooms at the Bismarck Hotel which culminated in Music Operators Of America.

Yet here, at the Palmer House in Chicago, come hundreds of men engaged in, and allied to the juke box industry, to further applaud the great growth and development of Music Operators Of America.

This is, most definitely, "*a dream come true.*"

MOA 4TH ANNUAL CONVENTION UNDER WAY

Palmer House, Chicago, Scene of Biggest Meet Yet Held by Nation's Music Operators

CHICAGO — Beginning this Mondoy morning, March 8, the Music Operators of America (MOA) began its meetings for the fourth time since its creation as a national organization, whose purpose is to protect the juke box industry from any adverse national legislation.

The exhibit rooms located on the 8th floor of the Palmer House are crowded with equipment and recordings.

Everyone connected with the show—organization officials, exhibitors and visiting coinmen, expect this convention to be the most outstanding in every respect. There are more music operators and more exhibitors than at any previous convention.

In addition to attending business meetings, and visiting the many interesting displays, coinmen are in for the greatest of all treats at the banquet Tuesday night. A great many of the leading recording artists are flying in from all over the nation to entertain them.

PROGRAM

SUNDAY, MARCH 8—Registration opens on 8th Floor of Palmer House: Charge $2 per person

MONDAY, MARCH 9—Business Meeting: 9:30 AM to 12:00 Noon
Exhibits Open: 2:00 PM to 9:00 PM

TUESDAY, MARCH 10—Business Meeting: 9:30 AM to 12:00 Noon
Exhibits Open: 2:00 PM to 6:00 PM
Banquet: Red Lacquer Room —7:00 PM

WEDNESDAY, MARCH 11—Business Meeting: 9:30 AM to 12:00 Noon
Exhibits Open: 2:00 PM to 9:00 PM

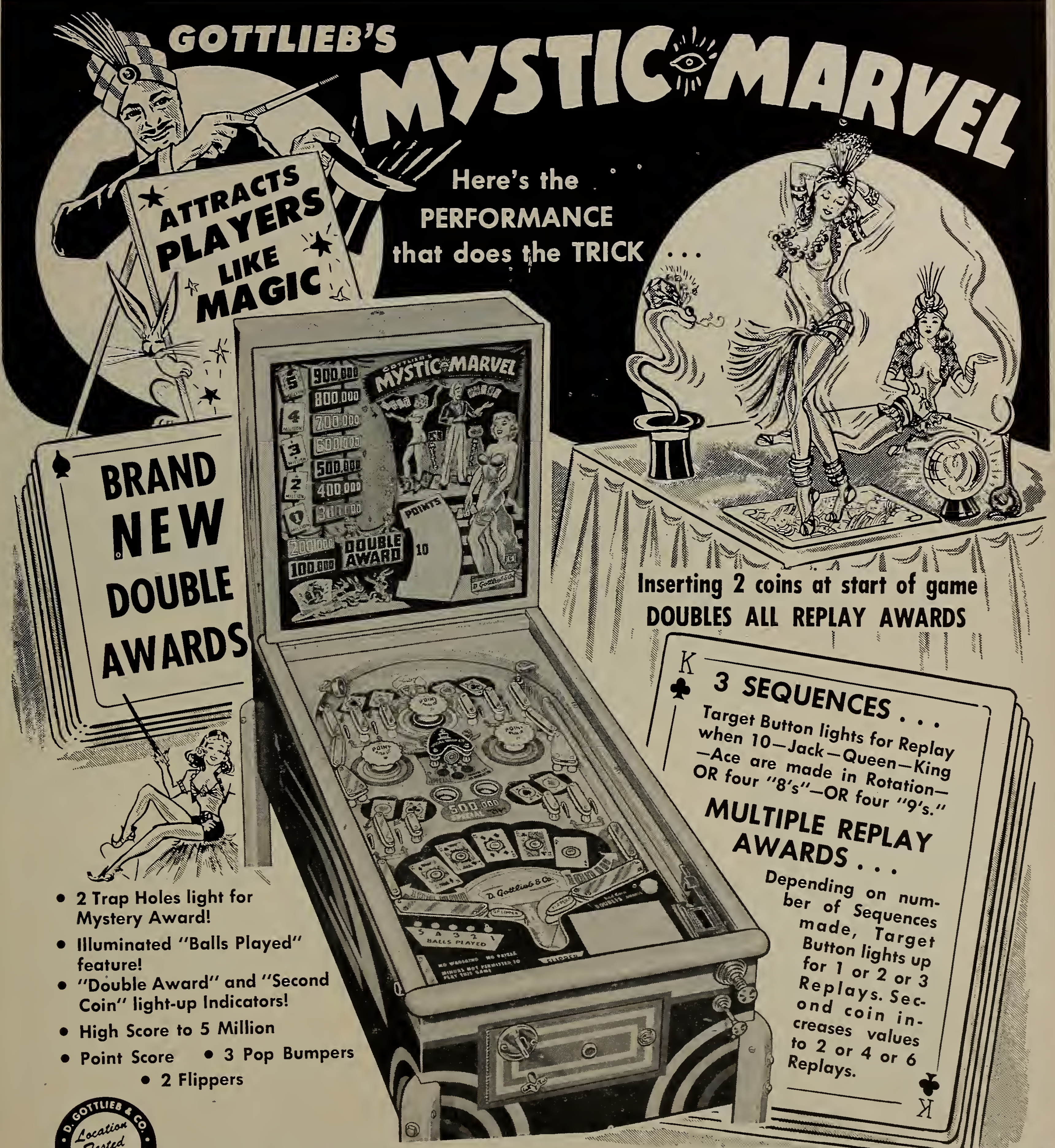
EXHIBITORS

Room	
801	MOA HEADQUARTERS
802	CAPITOL RECORDS
803	GRAND OLE OPRY
804	LARRY SPIER, INC.
805	COLUMBIA RECORDS
806	AUTO-PHOTO CO.
807 and 808	H. T. ROBERTS
809	B. B. S. RECORD CO.
810 and 811	NATIONAL VENDORS
812 and 813	EXHIBIT SUPPLY
814	CENTRAL STATES PHONO OPS.
815	NATIONAL REJECTORS
816	THE CASH BOX
817 and 818	MERCURY RECORDS
819	MUSIC OPS OF NEW YORK
820	LONDON RECORDS
821	BROADCAST MUSIC, INC.
822 and 824	RISTAUCRAT
825	N. ILLINOIS MUSIC OPS.
826 and 827	BENIDA RECORDS
828	INTERNATIONAL MUTOSCOPE CORP.
829	A. B. T. MANUFACTURING CORP.
830	PAUL BARRETT
831	JAMES H. MARTIN, INC.
832	PERMO INC.
833	DECCA RECORDS
834	CORAL RECORDS
835	RECORDED MUSIC SERVICE ASSN.
836 and 838	M. S. DISTRIBUTING CO.
839	CALIFORNIA MUSIC GUILD
840	THE BILLBOARD
841 and 842	UNITED SALES & SERVICE
843	DOWNBEAT
844	RITEWAY SALES & MFG. CO.
845	PANTAGES MAESTRO CO.
846	PAUL BENNETT NEEDLE CO.
847	EASTERN ELECTRIC
848 and 849	H. C. EVANS & CO.
850	GATEWAY RECORDS
851 and 852	RCA VICTOR RECORDS
854	METEOR MACHINE CORP.
855	BARNEY YOUNG
856	PIC RECORD CO.
857	ABBOTT RECORDS
858	ESSEX RECORDS
859	PHONO DISPLAY
—	TEXAS KIDDIE RIDES CO.

SENSATIONAL!
ENTIRELY DIFFERENT!

DOUBLE AWARDS

GOTTLIEB'S MYSTIC MARVEL



MYSTIC MARVEL
900,000
800,000
700,000
600,000
500,000
400,000
300,000
200,000
100,000
DOUBLE AWARD
POINTS
10
D. Gottlieb & Co.
500,000
BALLS PLAYED

Here's the PERFORMANCE that does the TRICK . . .

ATTRACTS PLAYERS LIKE MAGIC

BRAND NEW DOUBLE AWARDS

Inserting 2 coins at start of game
DOUBLES ALL REPLAY AWARDS

3 SEQUENCES . . .

Target Button lights for Replay when 10—Jack—Queen—King—Ace are made in Rotation—OR four "8's"—OR four "9's."

MULTIPLE REPLAY AWARDS . . .

Depending on number of Sequences made, Target Button lights up for 1 or 2 or 3 Replays. Second coin increases values to 2 or 4 or 6 Replays.

- 2 Trap Holes light for Mystery Award!
- Illuminated "Balls Played" feature!
- "Double Award" and "Second Coin" light-up Indicators!
- High Score to 5 Million
- Point Score
- 3 Pop Bumpers
- 2 Flippers

D. GOTTLIEB & CO. Location Tested Products LEADERSHIP SINCE 1927

"There is no substitute for QUALITY!"
GAUGED PRODUCTION and CONTROLLED DISTRIBUTION
Protect Your Investment!

You'll go for this one, but BIG!
SEE YOUR DISTRIBUTOR

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

ELECTION 1st BIG JOB AT MOA MEET

Expect Re-election Of Geo. Miller and Majority Of Present Officers

CHICAGO—The first really big task before the membership of Music Operators Of America will be the election of new officers for the next two years.

It is generally believed that George A. Miller of the California Music Guild, Oakland, California, will be re-elected national president and business manager of Music Operators Of America, Inc.

It is also conceded that Ray Cunliffe of the Recorded Music Service Association, this city, will be re-elected treasurer. And that Les Montooth of Peoria, Illinois, will be re-elected as national secretary.

Other officers who will be up for re-elction are: Clinton S. Pierce of Brodhead, Wis., first vice-president; Albert S. Denver of New York City, N. Y., second vice-president; Hirsh de La-Viez, Washington, D. C., third vice-president; Tom P. Withrow of Midland, Texas, sergeant-at-arms.

It is also believed, as the MOA Fourth Annual Convention gets under way here, that Sidney H. Levine, attorney for the New York music operators, will again be reappointed to the position of national legal counsellor of MOA.

Present directors of MOA include: Jack Mulligan, Sharon, Pa.; Jack Cohen, Cleveland, Ohio; Harry Snodgrass, Alburquerque, N. M.; Morris Goldman, Detroit, Mich.; James Tolisano, Hartford, Conn.; and Jerry Witt, Omaha, Nebr.

There may be some changes made in the Board of Directors. The men who make up the Board are among the most outstanding in the country. But from all indications, operators from different areas hope to see added to the Board, their own leaders.

Discussions On 10c Play

CHICAGO—Tho this was more or less expected, discussions on 10c play surprised many, with their intensity.

All this started days before the opening of the Fourth Annual MOA Convention here, when music ops visited around with each other, and also visited at various manufacturers' and distributors' headquarters in this city.

Most interesting is the fact that more music ops than ever are desirous of switching over to dime play whereever possible.

Many have one argument or another as to why they can't get into dime play at this time.

Members of the Chicago juke box ops' organization, as well as the Music Ops of Northern Illinois, and other organizations in this area, argue vociferously against the fact that operators cannot get started on dime play, and started immediately.

It is believed thruout the Palmer House rumor hallways and suites that many of those who are now attending this Fourth Annual MOA Convention are bound to return to their areas convinced that, "dime play is it."

As one noted Chicago operator said, "Everyone who has asked me has had the privilege of looking thru our records. We only hope that these men will also switch over to 1 play 10c and 3 plays 25c, so that they, too, can somehow show some sort of profit, as against the terrible overhead expense which has continued to go up each and every year."

One well known out-of-town op said, after listening to arguments pro and con in his own suite:

"Well, I've got a different opinion of dime play now.

"But," he continued, "I want to hear what will be said at the meetings when this important subject is brought up before all the operators who are here."

The Cash Box' "20 Year Club" Adopts Slogan

CHICAGO—After many, many suggestions, the members of The Cash Box' "20 Year Club" have officially adopted as their slogan:

"For A Brighter Tomorrow. . . . Through Knowldege Of Today Plus The Experience Of Yesterday."

The suggested slogan was rushed out in the regular monthly letter to the membership, just a week ago, and the answers came flooding in.

Every single one was complimentary. All agreed that the members of The Cash Box' "20 Year Club," men who had given 20 years and more of their lifetimes to the coin machines industry, were best fitted to help this industry enjoy "a brighter tomorrow," because of their "knowledge of today plus experience of yesterday."

Many plans are now being concocted for the members of The Cash Box' "20 Year Club" which will help them to carry out the new slogan.

The general belief is that these men will help the entire industry to a better future.

They have the knowledge of the years behind them.

They understand the problems of the industry.

They know what should be done to safeguard the future for the new men who have entered into this field.

(Editor's Note: To be eligible for membership in The Cash Box' "20 Year Club" a man must have been engaged in the coin machines field, in any capacity whatsoever, but directly engaged in the industry, for at least 20 years or more. If you know any such man, who hasn't yet applied for membership, please advise this publication.)

New "Atlas Music Building" Nation's Most Outstanding

Atlas Music Co. Celebrates 20th Yr. In Coin-biz With Completion Of Nation's Most Outstanding Distributing Building. Maurie and Eddie Ginsburg Commended on Business Progress as Well as On Beauty and Serviceability Of New 15,000 Sq. Ft., All-On-One-Floor Bldg.

MAURIE GINSBURG

EDDIE GINSBURG

CHICAGO—What is being termed by all who have seen it, "The most outstanding distributing building in the nation," was officially opened this past week by Maurie and Eddie Ginsburg of Atlas Music Company to commemorate their 20th year in the industry.

The 15,000 square foot building at 2122 North Western Avenue, this city, features 30 inch high stainless steel letters on its front reading, "Atlas Music Building."

Highly impressive is the entrance featuring a very colorful and artistically modern mural on the left wall which leads to the receptionist.

A series of windows extend all the way thru, to the right of the reception room, in a three dimensional effect. The series of windows continue to the very last private offices, past a row of sales offices. In short, from the very end of this line of offices, anyone can see thru to the reception room.

The building is done in extremely good taste thruout. It is efficiently arranged for quick and easy servicing. There are three very beautiful showrooms. One for the new Seeburg phonos. One for the Seeburg 200 selection home unit which is arranged just like a sitting room in the average home. And one for used equipment.

There are two spacious driveways that lead to the rear loading and unloading platforms of the building right from Western Avenue. There are also two loading platforms. One for pickup trucks and another for trailers.

All the offices, shops, parts department, and other areas, are well lighted and very inviting. The entire building is air conditioned.

The parts department is very beautifully arranged and is located toward the front sales offices of the building.

The large repair shop, featuring a specially constructed Seeburg test panel, runs into the first storage space inside the building.

There are, in addition, two more storage buildings in the back area of this new building.

The entire area, storage buildings as well as the new sales building, is surrounded by a Cyclone fence.

Parking is in the rear. The operator drives to the rear, unloads his truck or pickup under cover, inside of the building, and can enter right into the shop area.

There is a very beautifully arranged cleaning room just off the shop area. paint spraying room and a steam cleaning room just off the shop area.

The new "Atlas Music Building" simply beggars description. It must be seen to be appreciated. Anyone wanting to see what is most highly recommended as a distributing building for any firm in the industry should visit the new "Atlas Music Building."

Maurie and Eddie Ginsburg are to be complimented on this new building for it more than enhances their 20 years in the industry.

Very interesting are the series of pictures which are seen in the hallway leading into the sales offices and private offices of Maurie and Eddie. These show their first offices, and their gradual development, to their present outstanding position in the industry.

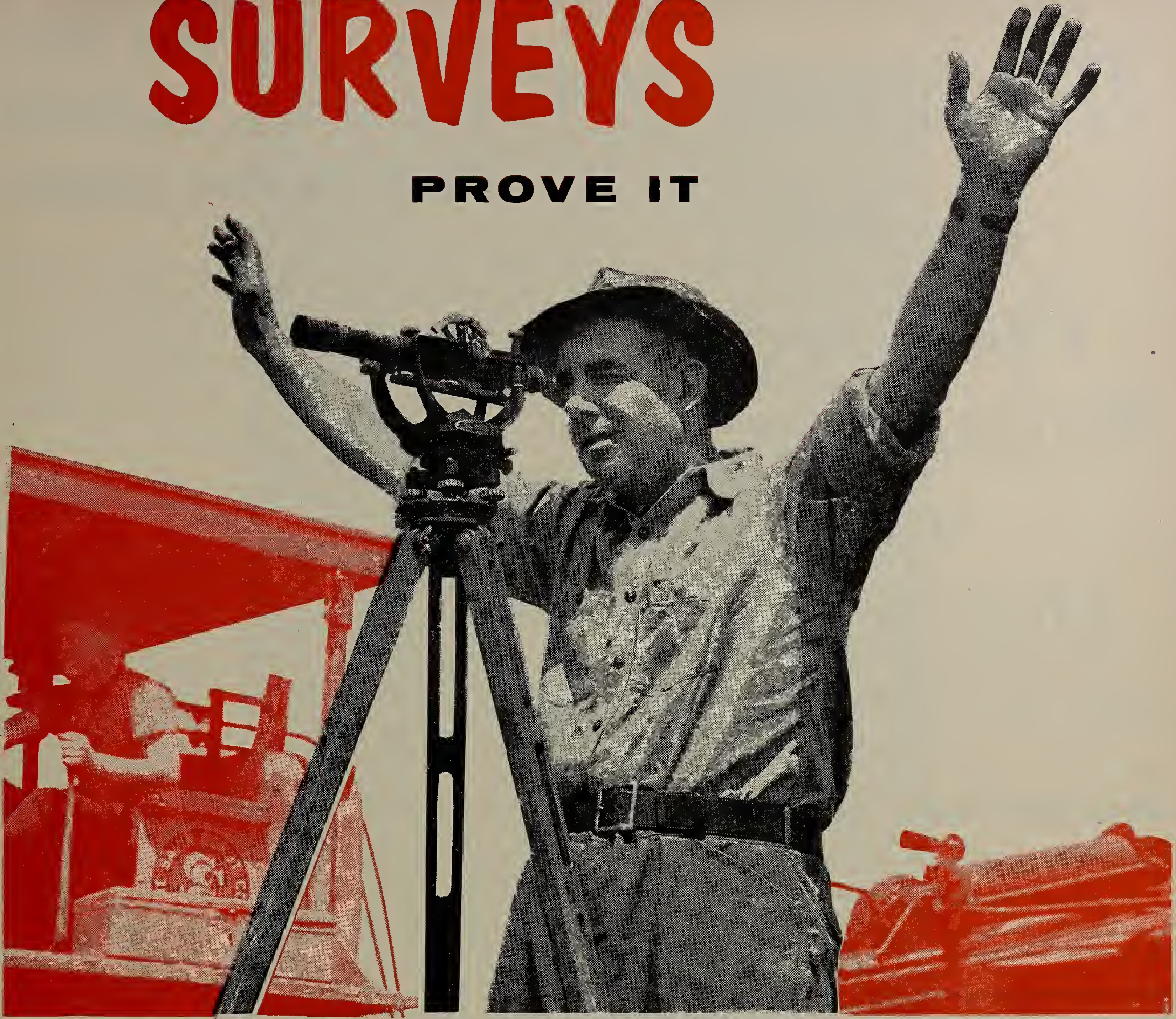
Atlas became distributors for the J. P. Seeburg Corporation of this city in 1937 and, today distributes exclusively for this firm. The building therefore, has been perfectly named, the "Atlas Music Building."

The firm, itself, has music playing constantly thruout the entire building via a 200 selection Seeburg home unit.

In conclusion, let it be reported that there is just about everything anyone would wish for in a distributing building, especially in the music field today.

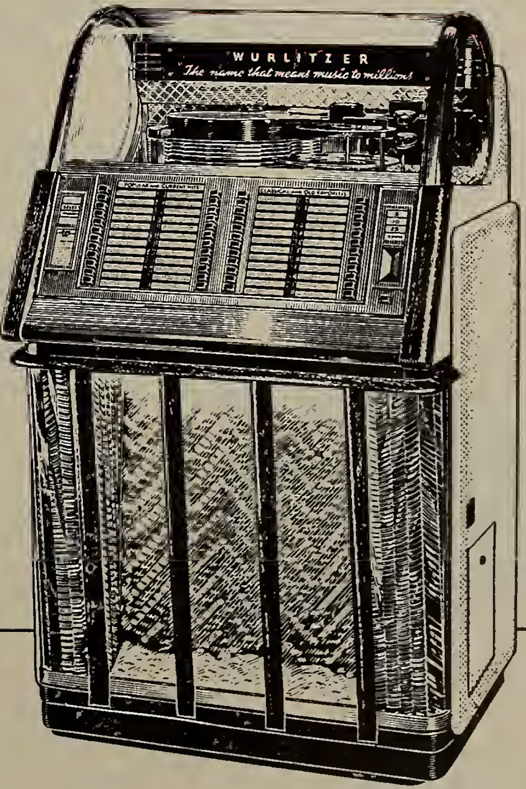
SURVEYS

PROVE IT



For making good music and good money in smaller locations, the 48-selection Wurlitzer has proved the best investment ever offered operators.

The superiority of its tone and its "take" are equalled by its record for trouble-free performance.



Wurlitzer

1650 48-SELECTION STRAIGHT 45 RPM PLAY

1600 48-SELECTION 45 OR 78 RPM PLAY

SEE YOUR WURLITZER DISTRIBUTOR

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK

Welcome to All Operators, Manufacturers and Distributors and All Their Guests

Recorded Music Service Assn.
188 West Randolph St., Chicago, 1, Ill.
(All Phones: DEarborn 2-5433)

FINEST RECONDITIONED PHONOS IN THE NATION!

Ready For Location!
AMI A
AMI C
AMI D-40
AMI D-80
SEEBURG M 100A
ROCK-OLA FIREBALL
45 rpm
WURLITZER 1500
Write For Low Prices!

NOW DELIVERING!
KEENEY "MAINLINER"
KEENEY "BONUS"

Complete Line of Permo Point Needles

RUNYON
SALES COMPANY

Factory Representatives for:
AMI, Inc., Bally Manufacturing Co.,
J. H. Keeney & Co., Permo, Inc.

593 10th Ave., New York 18, N. Y., LO 4-1880
221 Frelinghuysen Ave., Newark 8, N. J., BI 3-8777

Ravreby Adds To Staff

ALLSTON, MASS.—Edward M. Ravreby, World Fair, Inc., this city, a new distributing firm specializing in new and used kiddie rides, announced the addition of several new members to the staff.

These men are Richard Mandell, Henry Factoroff and Arthur Ravreby.

Ill.-Ind.-Wisc. Ops Attend Private Showing of "SodaShoppe" Line

CHICAGO—More than 200 operators from the Illinois-Indiana-Wisconsin areas attended a private showing by Apco, Inc. of its complete line of Automatic "SodaShoppe" soft drink cup dispensers on Sunday, Feb. 21, from 1 to 9 P.M., in the Illinois Room of the Palmer House, this city. Hors d'oeuvres and buffet refreshments were served.

All of the "SodaShoppes" at this private showing were constructed and built to meet the health and sanitation requirements of those communities operating under ordinances and codes of the U.S. Public Health Service, which covers such cities as Chicago, San Francisco, Philadelphia, New York, Los Angeles, etc., etc.

Mel Rapp, vice president of Apco, Inc., headed the personnel who greeted the operators. Also present for Apco were Danny Gould, mid-west divisional manager; Bill Kirschke, regional representative in Indiana; Claude Robarge, regional representative in Wisconsin; and Ray Joschko, chief engineer from the Apco factory in Minneapolis.

Decca - Coral Into First Place In Chi. Automatic Phono Bowling League

CHICAGO—After holding the lead, since the start of the season, Walter Oomens Sons team bowed to the Decca-Coral team and Decca-Coral went into first place to lead the entire league.

Though the battle is waxing hot and heavy each week, Decca-Coral is, so far, maintaining its leadership but the Oomens team predicts that, "We'll wind up in first place before the season's over."

The following are the entire League's standings as of March 1, 1954:

TEAM STANDINGS

Firm Name	Won	Lost	Total Pins	Average	High Game	High Series
1. Decca-Coral	48½	26½	55807	744	858	2504
2. Walter Oomens	47	28	56242	749	887	2414
3. Paschke Phono	42	33	55449	739	893	2455
4. Atlas Music	40	35	49256	656	734	2097
5. A. B. C. Music	38	37	53883	718	827	2414
6. Melody Music	38	37	51932	692	805	2242
7. Western Automatic	38	37	48314	645	781	2175
8. Star Music	35½	39½	52719	702	781	2231
9. B & B Novelty	34	41	51481	686	859	2231
10. Gillette Distr.	33	42	48788	650	758	2158
11. Mercury Records	30	45	50730	676	846	2404
12. Coven Music	26	49	45445	605	714	2056

TEN INDIVIDUAL LEADERS, MEN'S DIVISION

Name	Team	Games	Total Pins	Average	High
1. C. Latino	Oomens	75	12499	166.49	233
2. R. Gallet	Paschke	72	11869	164.61	229
3. W. Paradee	B & B	75	12306	164.6	221
4. L. Sochacki	Decca-Coral	66	10825	164.1	210
5. J. W. Oomens	Oomens	72	11740	163.4	208
6. J. Strobl	Melody	63	10225	162.19	211
7. T. Galgano	Paschke	75	12096	161.21	225
8. R. Gnarro	A. B. C.	75	11968	159.43	217
9. F. Tutomase	Decca-Coral	69	10968	158.66	208
10. V. Jaccino	Melody	75	11864	158.14	232

TEN INDIVIDUAL LEADERS, WOMEN'S DIVISION

Name	Team	Games	Total Pins	Average	High
1. I. Oomens	Oomens	75	10590	141.15	197
2. M. Mankins	Western	75	9900	132.27	178
3. M. Nyland	Western	72	9268	128.54	166
4. M. Sochacki	Star Music	69	8772	126.68	160
5. J. Wocjiechowski	Decca-Coral	72	9056	125.56	172
6. C. Strobl	Melody	75	9369	124.69	188
7. E. Davis	A. B. C.	60	7180	119.41	188
8. E. Brown	Coven	63	7450	118.6	166
9. M. Modelski	Atlas	75	8647	115.22	175
10. J. Alesi	Paschke	18	2083	115.13	177

Distribs Will Cooperate To Help Rid Music Field of Prewar Clinkers

CHICAGO—Many leading phonograph distributors have advised this publication that they will do everything in their power to help rid the industry of the old, worn-out, screechy, scratchy, tone-dead, vermin-infested, dirty looking prewar clunkers, which are still blocking off approximately 165,000 locations in the nation.

As one leading distrib advised, "Any operator who will show us that he has a prewar phonograph still on location will get the handsomest and largest possible trade-in we can afford. We'll do everything we can to get these prewar clunkers out of locations here in our territory.

"The work which you have started, to get these machines off the market, is one of the greatest efforts The Cash Box has yet attempted", he continued, "and we are behind you 100 per cent in every way.

"You are absolutely right", he agrees, "that these sort of machines are not only giving bad publicity to individual territories, but, to the entire industry as a whole.

"An operator should realize, especially today, when he can get some mighty fine deals, that he must modernize his route if he wants to stay in business, and stay in business on a profitable basis."

The above probably epitomizes all other statements from noted phono distributors around the country. These distributors plunged wholeheartedly into the campaign instituted by The Cash Box to rid the industry of prewar clunkers in an effort to eliminate the adverse publicity given this field by these old, dirty, screechy, scratchy machines.

The Music Opportunity of Tomorrow — Ready With Territorial Franchises for Responsible Distributors — Today!

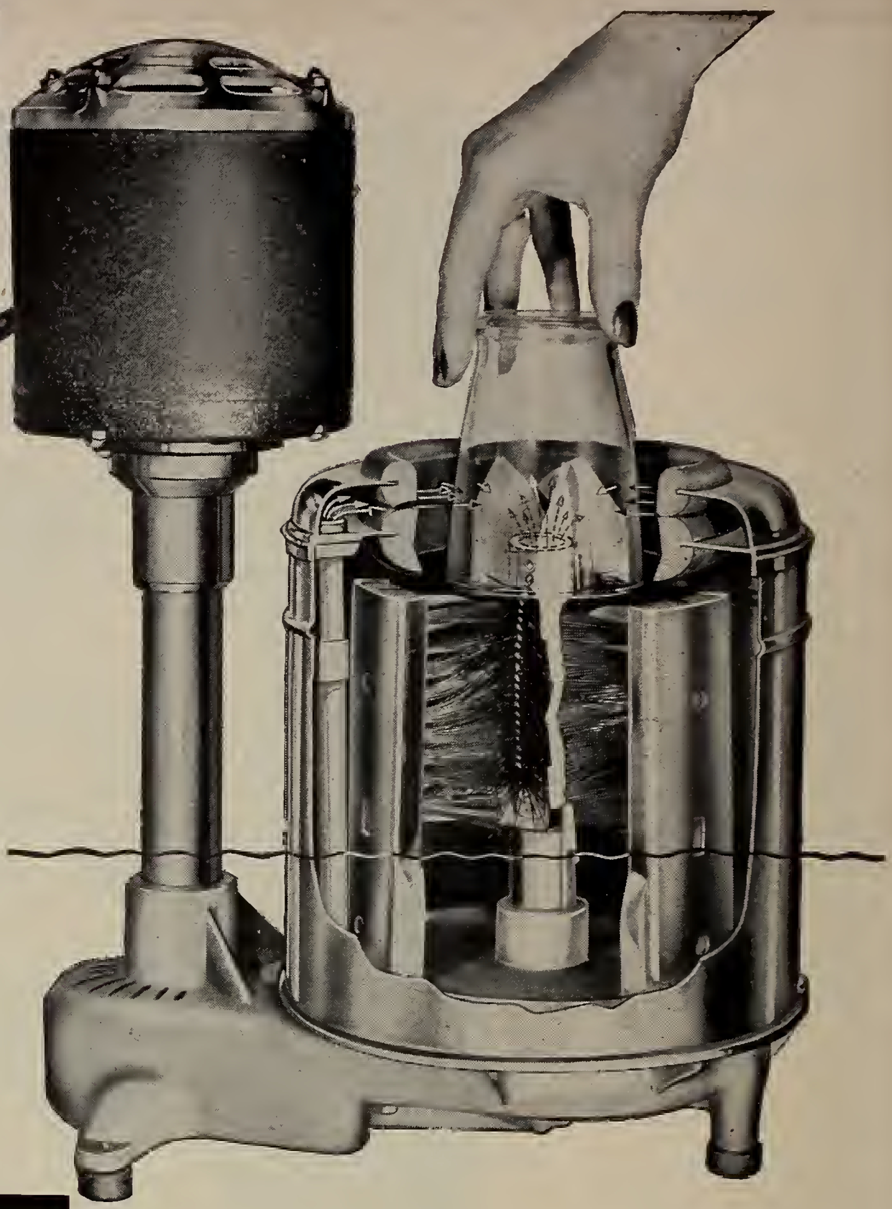
If you are a responsible distributor who desires the greatest development in music, the very finest in electronics, the highest creation in tonal values, backed by a manufacturer whose reputation is far up and above the highest in electronic sound engineering, you can obtain a Territorial Franchise—offered to you by the man who brought sight plus sound to the juke box industry since 1938. . . .

H. T. (Heinie) Roberts

Rooms 807 and 808, M.O.A. Convention, March 8, 9 and 10
Palmer House, Chicago

●

Write or Phone: H. T. Roberts, 225 W. Ohio St., Chicago 10, Illinois (All Phones: WHitehall 4-1889)



The "LUSTERIZER"

WASHES A GLASS CLEAN IN SECONDS . . .
DRIES IT CRYSTAL CLEAR . . .
WITHOUT TOWELING!!

GETS AND HOLDS LOCATIONS
AND CUTS COMPETITION

Taverns, Drug Stores, Luncheonettes, Restaurants, in fact, every location you have absolutely needs The "Lusterizer". Everyone of your locations, where glassware is used, will thank you again and again for bringing in The "Lusterizer". *It washes a glass clean in seconds—dries it crystal clear—WITHOUT TOWELING.* Here's what you need to assure yourself getting and holding the best locations while, at the same time, cutting out competition. The "Lusterizer" is known as *"The World's Best Glass Washer".* It's fully automatic. It's priced right. It comes to you just at the right time when the demand for The "Lusterizer" has grown tremendously all over the country. This is the machine your locations have always wanted. No extra room necessary. Fits right in place without any extra work on your location owner's part. *Write! Wire! Phone! Better still—see The "Lusterizer" TODAY!!!*

SEE IT AT THE
MOA SHOW
Rooms 841-842
PALMER HOUSE, CHICAGO
MARCH 8, 9, 10, '54
OR WRITE TODAY!!

UNITED SALES AND SERVICE, INC.
134 No. La Salle St., Chicago 2, Ill. (Tel: DEarborn 2-1536)

NOW READ THIS!

SUPER GIANT PIN CONVERSION KIT $22.50
MAKES YOUR OLDER ALLEYS LIKE THE LATEST!

SEEBURG BEAR GUNS, ea.	$149.50
GENCO SKY GUNNERS, ea.	225.00
WURLITZER 1080	99.50
SEEBURG 146	59.50

DELIVERING
new Coon Hunt, Pennant Baseball, Shuffle Pool. Get our prices.

United Supers, Manhattan, Cascades on hand. Trades accepted.

½ DEPOSIT
OLSHEIN DISTRIBUTING COMPANY
1100-02 BROADWAY, ALBANY 4, N. Y.
(Phone 5-0228)

WANTED
MECHANIC

For Southern Coastal State

For BINGO Games. Must be expert. Good Salary. Will require references. Applications will be kept in confidence.

WRITE — WIRE
BOX #212
c/o THE CASH BOX
26 W. 47th ST., NEW YORK, N. Y.

D. Gottlieb & Co. Shipping "Mystic Marvel"

New Double Award 5-Ball Game Completes All Tests Successfully

CHICAGO—Perhaps the most intensively tested five-ball game D. Gottlieb & Company has ever presented to the industry is "Mystic Marvel."

The reason for the many and long tests is the entirely new and different feature—double awards for the players.

The player simply inserts an additional coin, when he believes that he has an opportunity to score a winner, and he then obtains double the award he would ordinarily have received, if he scores the winner.

Even if the "Mystic Marvel" starts out as a 5c play pinball game, the belief is that the majority of the players will be inserting additional nickels, which will, for this reason, turn it into an actual 10c game, because of the appeal of double the regular award.

At Nate Gottlieb stated, "This is the first time we have ever had a game out on such extensive tests which has won tremendous praise and brought in the biggest returns for everyone who made the tests for us.

"Our 'Mystic Marvel' is truly marvelous in every sense of the word," he said, "for it has proved that the average pinball player loves the opportunity to obtain double the regular award even if this means the insertion of an additional coin for this is based purely and simply on his own judgment of his ability and skill to obtain double the award."

The factory is busy shipping "Mystic Marvel" at this time, Nate Gottlieb said, and he believes that it will be well under way with its first production schedule before the week is over so that operators all over the country will be able to obtain games.

Music Guild of N. J. To Set New Date For Annual Dinner

NEWARK, N. J.—The 17th Anniversary Dinner and Dance scheduled by the Music Guild of New Jersey for April 10 has been postponed.

The committee, composed of Harold Chasen, Herman Halperin and Jules Rosoff notified the organization that Duffield Hall at the Military Park Hotel was not suitable.

The committee will seek another spot, and will advise of the new location and set a new date, which will probably be after Easter.

Vendor Mfrs. Play For Business From Phono Operators

CHICAGO—Reports current thruout the nation, and which will probably be very noticeable at the MOA convention here on March 8, 9 and 10, are to the effect that the vending machine manufacturers are trying very hard to get the music operators to vary their present routes by using their equipment.

Cigarette and drink machine manufacturers, especially, are reported all-out in an effort to get the phonograph operators to set routes of their machines.

It is also known that many phono routes already feature cigarette vendors and these manufacturers are of the belief that these routes can be greatly expanded by the average music operator so that much new business will result as far as sales of cigarette vending machines are concerned.

Also interesting is the fact that the hot coffee and the candy vending machine people, as well as manufacturers of almost all types of vending and service machines, such as the hand dryers, are playing to the phono ops whom they believe to be the very best prospects for sales of their equipment.

These vending machine manufacturers are actively entering into the Music Operators of America convention at the Palmer House. In fact, some of the large cigarette and drink machine manufacturers are also in this show.

All are of the belief that the music field is now the very best bet for continued volume sales of their products.

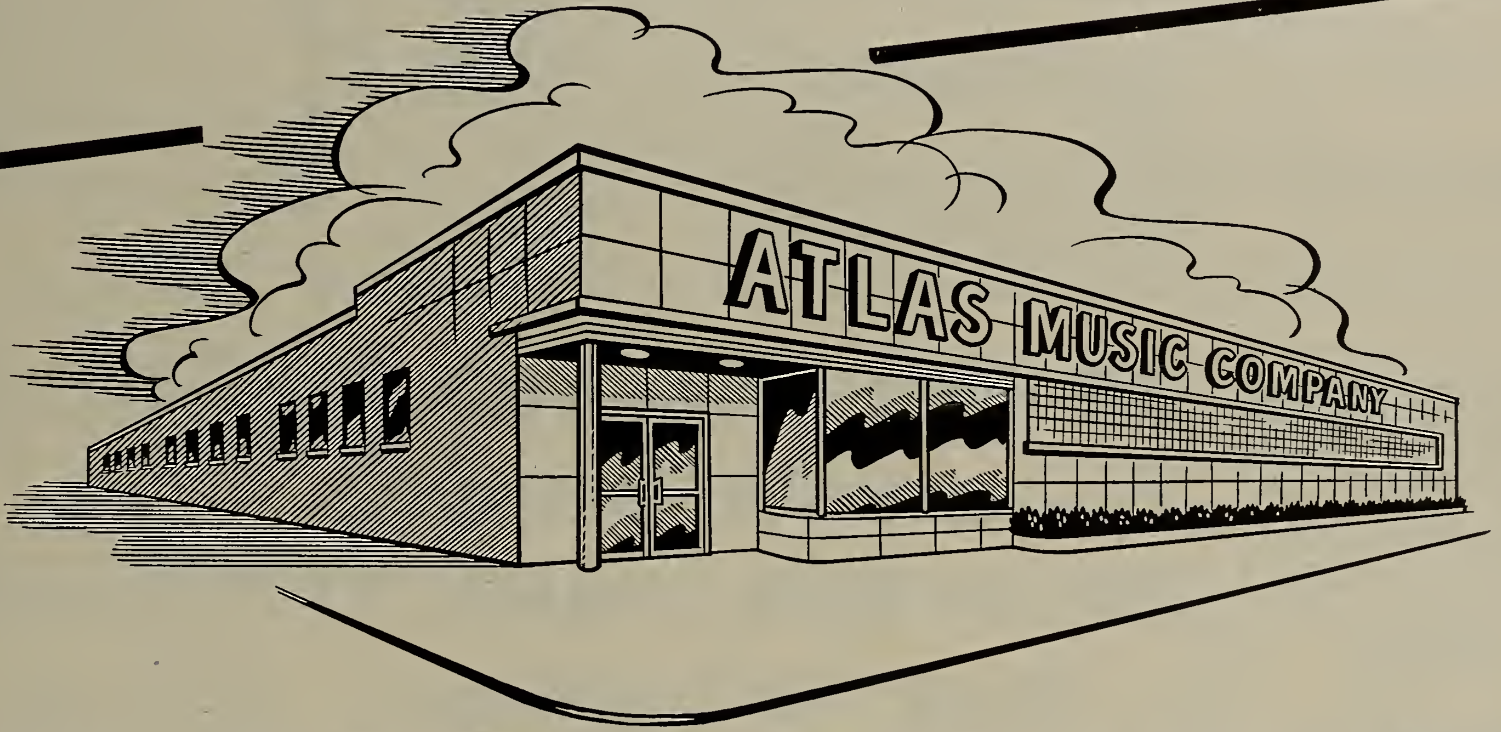
MAURIE and EDDIE GINSBURG

Announce The Opening

of Their

NEW ATLAS BUILDING

2122 North Western Avenue



• MOST MODERN FACILITIES TO EFFICIENTLY SERVICE

SEEBURG MUSIC SYSTEMS

●

ATLAS MUSIC COMPANY

Exclusive Seeburg Distributors

2122 North Western Avenue — Chicago 47
ARmitage 6-5005

The only true 3-D in the industry!

3-D imensional Theatre

This sensational electrically coin-operated **Three Dimensional Theatre** is the only machine on the market that gives you really satisfying **3-D** with a vivid life-like depth of dimension that's absolutely breath-taking! There is nothing else like it! The pictures simply seem to leap up at you—and they are in full brilliant natural color because they are ORIGINAL KODACHROMES, not duplicates or reprints!

3-D imensional Theatre is proven the biggest money maker in the field—with a great repeat business because it is so thrilling! It opens up a brand new field—ideal for top locations!

3-D imensional Theatre offers 5 COMPLETE ONE-MINUTE SHOWS! Reloading for complete change of all 5 shows a matter of minutes! Complete library of subjects: Artists' Models—Bubble Dancers—Westerns—Educational—Travelogues.

3D IMENSIONAL
5 SHOWS
10¢ A SHOWING
they're coming right at you!
3D imensional
THEATRE

72" High-24" Wide-24" Deep (Pat. Pend.)

POSITIVE FOOL-PROOF TROUBLE-FREE OPERATION!

1—Easy to reload!
2—Completely automatic operation!
3—Beautiful, sturdy cabinet!
4—GUARANTEED NO PROJECTION TROUBLE!

Pictures can never lose a "loop"—can't break in sprocket—never needs splicing—no service calls!

RITEWAY Sales & Mfg. Co., Inc.
631 10th Avenue, New York 36, N. Y. Phone: Circle 6-4100
Distributors—Territories Available!

SEE THIS AMAZING MACHINE AT THE
M.O.A.
CONVENTION!
SUITE 844
Or if you will not be at the Convention, Write, Wire or Phone for FULL PARTICULARS!

WANTED
WURLITZER 1100
ROCK-OLA 1428
BALLY BEAUTY
ATLANTIC CITY FROLICS

LANIEL AMUSEMENT
1807-15 OUEST RUE NOTRE-DAME ST. WEST
MONTREAL 3, CANADA
(PHONE: WE 1124)

Coin Show In England

LONDON, ENGLAND — The Amusement Trades Exhibition held its 10th annual show here, with a number of coin operated machines displayed.

Exhibitors here were dealt a heartbreaking blow when the members of the Electrical Trades Union refused to cooperate. Results were that some exhibitors demonstrated their equipment in other hotels, while those unable to make these arrangements worked out their problems as best they could. Some demonstrated by hand, and others hooked up batteries to run their machines.

It was reported a number of coinmen from France, Belgium and Germany attended the exhibit.

Joe Silverman's Visit To Montreal Results In Contribution To Phila. "March Of Dimes" By Canadians

PHILADELPHIA, PA.—Joe Silverman, business manager of the Amusement Machine Association of Philadelphia, recently spoke before a gathering of operators in Montreal, Canada.

Pictured above is Silverman (center) while at the Sheraton Mount Royal Hotel, Montreal, with Joe Boretsky of Silver Amusement Company, (left), and Romeo Laniel of Laniel Amusement Company, (right).

As a result of Silverman's visit, the Canadians wanted to present him with a gift. A Philadelphia news columnist reported the results of Joe's answer. "Silverman told them he'd be happier if they made a donation to the March of Dimes. And the other day Councilman Victor H. Blanc, general chairman of the polio appeal, received a long distance contribution of $80 from the Association des Operateurs de Machines d'Amusement de la Province de Quebec."

More Varied Equip't Routes Noted

Claim Extra Servicing Takes But Little More Time While Additional Epuip't Helps Cover Ever Growing Overhead Expense

CHICAGO — Ever since the days when cigarette machine operators attached gum and peanut vendors to the sides of their machines, in an effort to help cover their servicing overhead expense, there has been a move afoot by many intelligent coinmen to somehow add equipment of one kind and another to their routes to do this very same thing.

In the past few years, as leaders state, there have been many changes in the routes of outstanding operators. These changes are all based on the addition of extra equipment in an effort to cut down on overhead expense created by location servicing.

The average operator has learned, these men state, that the few extra minutes it takes a serviceman and/or collector to take care of one, two, or three additional machines on location, more than pays for itself in the fact that, in almost every case, the extra income covers the servicing overhead expense.

Many amusement operators have added various different types of machines to their routes because of this. Similarly, music machine ops have also added on vendors and other equipment, in the same effort to cover the servicing overhead expense.

Even the vending machine operators, who pay attention to the most minute money earning detail of their operations, and have always practised this sort of good business in an effort to cover their servicing overhead, have added on extra equipment wherever they possibly could.

The kiddie rides were one outstanding product for the majority of operators in almost every part of the nation for this purpose.

Many a music operator has added cigarette, candy, hot coffee and soft drink dispensers to his routes, wherever he possibly could, using these machines to cover servicing overhead expense.

This is apparent today in the case of many outstanding operators. The varied equipment routes continue to grow. Everywhere in the nation operators have come to realize that almost any and every type machine is of great value, as an addition to their basic equipment route, for the purpose of helping them cover overhead expenses.

Airmail Subscription
The Cash Box $30

AGAIN! . . . chicago coin Scoops the Industry!

NOW! A game with the Added Excitement of a Super Frame Score!

SUPER FRAME BOWLER

THE 100% SKILL BOWLING GAME!

LOOK! You Get Increased Revenue from 10c 3 for 25c Play!

LOOK! New Light Up Bulbs for Drum Scoring Units!

LOOK! New Front Hinged Score Frame Glass for Easier Servicing!

LOOK! 100% Skill Match "The Lited Number" for Super Frame Scoring!

SUPER-FRAME BOWLER
LAST FRAME
Strike
Spare
SUPER FRAME
300 300 400 500
FRAMES
FOUL LINE
STRIKE ZONE
3 GAMES 25¢
1 GAME 10¢

NEW FEATURE! Special light on Front Panel illuminates Coin Chute and Front of Game!

Player by matching the number lit in the 11th or Super Frame can add from 200 to 500 points to his score!

Super Bowler Contains all the ADVANCE Scoring Features! New Top Scoring Thrill of 1400.

Featuring Single — Double — Triple — Quadruple Scoring!

Fast 45 Second Play! Multiple Scoring on Strikes and Spares *plus* the "Time Tested" actual 1-9 Pin Scoring.

Still the Most Wanted Game in Every Location! chicago coin's CRISS CROSS BOWLER Still in FULL PRODUCTION!

chicago coin MACHINE COMPANY

1725 W. Diversey
Chicago 14

NO NEWSSTAND SALES

"THE CASH BOX" Will Keep Off Newsstands. Agrees With Trade That All News, Prices and Other Industry Data, Remain Confidential To This Business Only.

CHICAGO—A rumor heard by this publication, that The Cash Box would soon appear on newsstands, and which was told to this magazine by leaders in the field, is hereby being most positively and definitely denied.

The Cash Box has always been against newsstand sales. Because this sort of distribution gives the general public, as well as foes of any industry, the kind of information which is the business only of the people engaged in an industry.

As was stated many years ago by one leader in the field, "**We don't know what the druggist pays for the toothpaste he sells us. Then why should he know what we pay for the machines we place in his store?**"

The Cash Box agrees with this. The Cash Box is entirely in agreement with the policy that prices, business facts, data, and all information regarding this industry, remain confidential to this industry, and this industry only.

Many and many an operator over the years, as case after case will reveal, has suddenly found himself losing a location on which he expended much energy and money to build into a profitable spot, only because the owner of the place suddenly found he could buy machines direct.

From its very inception, The Cash Box knew this, and knew that what this field wanted and needed was a publication "confidential unto itself."

A real trade magazine. A magazine that would protect its interests. A magazine with daring. With fearless truth as its motto.

A publication that would keep off the newsstands so that the general public and bluenoses, or any others wouldn't know anymore about this business than they know about the steel, or drug, or food industries.

Regardless of whatever rumors anyone has heard, or has been told, The Cash Box will keep off newsstands. Because The Cash Box knows and understands the problems of the peoples in this industry. Knows that newsstands sales by giving price and other information, are simply wrecking the field as far as profitable business is concerned.

The fact remains that leading manufacturers learned a long, long time ago that the professional operator is their best customer.

If they believed that storekeepers were better customers they would have, long, long ago, switched to selling the location owners.

But experience proved that the professional operator is their best customer and the best man with whom they can and should deal.

The Cash Box will stay off the newsstands.

PROFESSIONALLY RECONDITIONED AND REFINISHED

SEEBURG SYMPHONOLAS
146 147 148

WURLITZER
1080 1250

with DAVIS GUARANTEE

SPECIAL PRICE FOR VOLUME.

Telephone Collect: SYracuse 75-5194

DAVIS DISTRIBUTING CORPORATION
SEEBURG FACTORY DISTRIBUTORS
725 WATER STREET
SYRACUSE, NEW YORK
(Phone: 75-5194)

FOR . . .
EVERYTHING YOU NEED
IN NEW AND USED EQUIPMENT
Write For Our Lists
LOWEST PRICES!

DAVID ROSEN
Exclusive A M I Dist. Ea. Pa.
855 N. BROAD STREET, PHILA. 23, PA.
PHONE—STEVENSON 2-2903

The
Corn-Ette
POP CORN
A Taste Treat
POPPED TO ORDER
DELICIOUSLY FLAVORED
TENDER BURST KERNELS

FOR THE FINEST POP CORN THIS SIDE OF HEAVEN

The Corn-Ette

● *Simple . . . Easy . . . Quick . . . PROFITABLE* . . . The Perfect Pop Corn Machine For Every Location Everywhere In The U. S. A. The one Pop Corn machine that is PROVEN PERFECT for every type of operation. This is the kind of Pop Corn machine you've dreamed about. "The Corn-Ette" is THE MACHINE YOU WANT TO BUY NOW!!

Just Check These Features:

★ It has but one moving part which means the service and maintenance should be nil.
★ A specially developed calrod unit.
★ Using a patented process of packaged corn and oil. A new hull less type with great expectation.
★ Will pop 30 to 40 bags per hour. Easy to keep clean.
★ Operates on any 110 AC line with only a plug in necessary.
★ In a box. Weighs but 12 pounds. Unconditionally guaranteed for one year. Available in 5 different colors.

Write! Wire! Phone!

UNITED SALES & SERVICE, INC.
134 No. La Salle Street, Chicago 2, Ill.
(All Phones: DEarborn 2-1536)

GENCO'S
8-FOOT
Shuffle Pool
and
Invader
ALL-LOCATION GUN GAME
STILL IN PRODUCTION AND GOING STRONG

LOOK AT THESE PRICES!

ATLANTIC CITY	$175.00
BRIGHT LIGHT	72.50
DUDE RANCH	425.00
PALM BEACH	225.00
SPOT LIGHT	75.00
SKILL POOL	135.00
JALOPY	74.50
CHINATOWN	159.50
OLYMPIC (Williams)	112.50
HAPPY DAYS	125.00
SEEBURG 100A	425.00

WRITE — WIRE — PHONE TODAY!

We are exclusive factory distributors for:
BALLY - WILLIAMS - ROCK-OLA

LAKE CITY AMUSE. CO.
4533 PAYNE AVE., CLEVELAND, O.
(Tel.: HE 1-7577)

Eugene A. Nahm Dies

BALDWIN, L. I., N. Y.—Eugene A. Nahm, who retired last year as vice-president of the Johnson Fare Box Company of Chicago, died here today. His age was 62.

Nahm held a basic patent on an automatic coin box used in the transportation field. He was credited with a primary role in the invention of the subway turnstile. He also designed a coin counting and wrapping machine. His inventions also were used on buses and in other places where automatic coin control and token systems were necessary.

Roberts Ready With Territorial Franchises

CHICAGO—H. T. (Heinie) Roberts advised this past week that the new electronic music equipment which he is presenting for the very first time at the fourth annual convention of Music Operators of America at the Palmer House here is now open for territorial franchises for responsible distributors.

The new tape equipment is unusual in the fact that it offers the industry long playing fine tone music which can be located in almost every type of location in the country.

Roberts said, "This is the first time that we are opening this unit for territorial franchise arrangements thruout the nation.

"Once distributors are set up in all areas, then we have something of tremendous value for all concerned with the industry, which will prove not only extremely profitable, but, will bring the public the finest music ever heard.

"It is well to remember," he continued, "that our firm is in a position to offer one of the most attractive franchise arrangements which has been presented in the history of this industry."

Interest in Roberts' new music equipment has been very great ever since his first announcement last week.

AMI's Expansion Program Completed

JOHN HADDOCK

GRAND RAPIDS, MICH.—With the completion of its expansion program at its factory, AMI, Inc., this city, the firm's new facilities are now in full swing, according to John Haddock, president.

"This marks another stage in the continuing growth of AMI," stated Haddock.

"Our new facilities and manufacturing procedures, together with the new equipment in our plant, makes it possible for us to incorporate new efficiencies in the manufacture of AMI juke boxes," he advised.

AMI is now featuring its Model "E" phonograph in three models, 40, 80 and 120.

America's Finest!

the famous KEENEY DELUXE
ELECTRICALLY OPERATED
CIGARETTE VENDOR

- Operates on any combination of nickels, dimes and a quarter thru a single coin opening.
- MEETS ALL PRICE CHANGES—instantaneous price adjustment on each individual column. Handles King or regular size packs.
- 9 DOUBLE COLUMNS dispense alternately from front and back on each column. Keeps cigarettes always fresh! 432 pack capacity most desirable to location—eliminates frequent servicing!

THE PACK YOU SEE . . . IS THE PACK YOU GET

- SWING UP HINGED FRONT permits easiest method of loading the columns. Plenty of extra storage space. All mechanisms accessible.
- THREE WAY MATCH VENDING: (1) free with each pack; (2) free by pulling lever after each purchase; (3) with penny insertion.

Automatically Filled
SUPER CHANGE-MAKER optional!

Available in
3 Standard Finishes:
- STANDARD MAROON
- GOLD HAMMERLOID
- GREY HAMMERLOID

J. H. Keeney & CO. INC.
2600 W. FIFTIETH STREET, CHICAGO 32, ILLINOIS

Cigarettes
Keeney

You Are Cordially Invited to Visit Keeney's
OPEN HOUSE
March 8-9-10
at the Keeney plant

Shows 3 New Products

Mike Hammergren Adds Two More New Products To His United Dryer For MOA Convention Display.

M. G. HAMMERGREN

CHICAGO—Since the announcement which appeared here a few weeks ago, regarding the fact that Mike Hammergren's United Sales & Service firm would show the United hand dryer, two more new products have been added to the firm's line, and which are being shown at the Music Operators of America convention for the first time.

One of the new products is: "The Lusterizer". A very fine and well known machine which cleans glasses in seconds and dries them crystal clear without toweling.

"The Lusterizer" is ideal for almost every type of location in the country wherever glassware is used.

This product opens an unusually fine profit path for the operators to get and hold locations and to cut down on competition.

The other new product is something that is considered by the sales executives of this firm "a natural for every operator in the country". This is "The Corn-Ette".

This is a hand model corn popper which enables the location owner to give the purchaser the very finest of fresh popcorn arranged in an outstanding and tempting display.

Hammergren stated, in regard to the three new machines he is showing, "We feel certain that every operator in the country will agree that each one of these new machines serves a very definite purpose.

"Furthermore", he continued, "these assure the operators outstanding profits for years and years to come."

It's Mutoscope
It's The Best

3-D
ART PARADE

for adults—for the kiddies

Nation's finest three dimensional machine by the manufacturer of the famous Mutoscope movie machine. Beautifully designed, modern cabinet . . . simple and sturdy mechanism . . . gorgeous, full-color attractions—an appealing library for adults, a grand selection of favorite subjects for the kiddies.

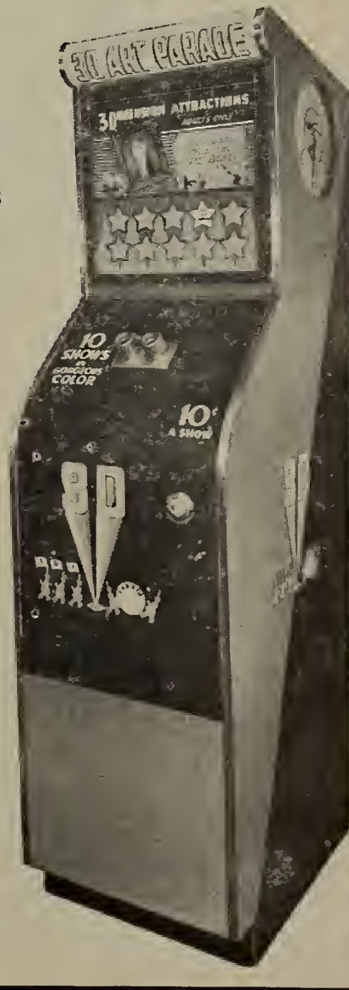
2 models . . . 10 shows (illustrated) and 6 shows . . . each delivering 5 exciting views in one showing. Can be easily adjusted to deliver 10 views for one coin if desired.

Specifications
10 SHOWS—approx. 77" high, 20" wide, 30" deep
6 SHOWS—approx. 65" high, 20" wide, 20" deep

See the 3-D and latest PHOTOMAT
MOA SHOW—ROOM 828
Palmer House—Chicago

Coming — Sensational
New DRIVEMOBILE

INTERNATIONAL
MUTOSCOPE CORP.
William Rabkin, Pres.
44-06 Eleventh Street
Long Island City 1, N. Y. STillwell 4-3800



Music Operators of America

INSURE THEIR CONTRACT RELATIONSHIPS

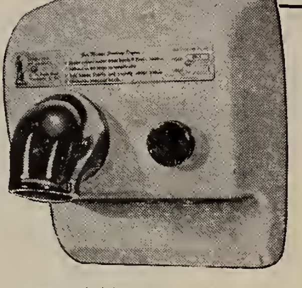
and get welcome **PROFITS**

from this Amazing

ELECTRIC HAND DRYER

with added feature

DEODORIZES WASHROOMS



REVOLVING NOZZLE on American Dryer permits complete hand, face or under-arm drying in only 18 seconds.

31

COIN MACHINE DISTRIBUTORS HANDLE THE *American Dryer*

A few choice territories still open for dealers

- RENTALS
- SALES
- LEASE PURCHASE

INSTANT DRYING—American Dryer's wedge-proof starting button creates an instant stream of warm air that dries hands really dry in just 18 seconds. Automatic timer shuts off both fan and heating element at end of 30-second cycle. Most pleasant, sanitary method of drying yet devised.

CONSTANT DEODORIZING—Amazing Ozonating System, an integral part of the American Dryer, actually destroys all objectionable odors by creating Ultra Violet rays that convert oxygen into ozone . . . keeping washroom air always fresh, clean and pleasant without introducing "perfumes" or astringent odors.

AMERICAN DRYER CORP., 1324 Locust St., Philadelphia 3, Pa.

Literature, Prices, Name of Nearest Distributor on Request

When You Enter The Cash Box "20 YEAR CLUB"

YOU ARE GETTING FULL RECOGNITION FOR THE 20 YEARS OR MORE YOU HAVE GIVEN TO THE COIN MACHINE INDUSTRY. IT IS TO YOUR COMPLETE ADVANTAGE TO JOIN The Cash Box "20 YEAR CLUB" TODAY!!

IF YOU ARE ELIGIBLE FOR MEMBERSHIP IN The Cash Box "20 YEAR CLUB," FILL OUT THIS APPLICATION AND MAIL TODAY.

Joe Orleck
THE CASH BOX
26 West 47th Street
New York 36, N. Y.

Dear Joe:

Please enter my name as a member and send me a membership card.

I have been connected with the Coin Machine Industry for 20 years or more, starting: Year .... Month ....

NAME ....

FIRM ....

ADDRESS ....

CITY .... ZONE .... STATE ....

THRU THE COIN CHUTE
EASTERN FLASHES

As expected, conversation this week thruout the city, and along coinrow, was primarily about the MOA convention in Chicago. There is considerably more interest this year than in any previous year. Many coinmen have made plans to attend, and a number of others expressed the hope that they could arrange their affairs so that they could get away for a few days.

* * * * *

One of the East's foremost operators advised us that collections took a nice jump this week. This operator, one of the most progressive and intelligent in the country, has always run a better average than most, and this week's results are an indication of what hard work and solid thinking can do to improve business. "I hope other operators have also shown an increase" he said, "as good business is beneficial to all of us." . . . **Barney (Shugy) Sugerman**, Runyon Sales, back a week from Florida, heads for Chicago and the MOA show. **Abe Green**, Shugy's associate, off on a three week trip thru the midwest, stopping off at Hot Springs to visit. . . . Local ops have a real headache at this time of the year. In addition to paying their income taxes, March 15 is the day they must take out their machine licenses. . . . **Max Schaeffer** and son Gene visit the wholesalers along coinrow. Schaeffer, owner of the fabulous arcade on Broadway and 52nd St., getting ready for spring. Very impressed with Seeburg's "Coon Hunt" gun. . . . **Iz Edelman**, who has been traveling the country showing his shuffle alley conversion, in town for a few days. Edelman will be at the MOA show. . . . **Julie Olshein**, Olshein Distributing, Albany, N. Y., sending out cards which read: "BUSINESS IS BETTER. IF EVERYBODY WOULD ONLY—Laugh more and whine less; Hustle more and crab less; Work more and loaf less; Boost more and beef less; Give more and grab less; BUSINESS WOULD GET BETTER DAMN FAST." Amen! . . . **Harry Rosen**, Atlantic-New York Corp., off to Miami for a short rest. **Meyer Parkoff**, the other half of the firm, off to Chicago for the MOA show. . . . **Ray Knoss**, who had planned on a trip to Miami for a few weeks, now finds himself so busy that he may not be able to get away.

* * * * *

Nat Cohn, Riteway Mfg. Co., and his missus, **Lill**, away. They will see their son, serving in Uncle Sam's army, in St. Louis before going on to Chicago, where he is exhibiting the firm's two picture machines "3-Dimensional Theatre" and "3-D Kiddie Theatre." . . . **Al Simon**, Albert Simon, Inc., expected to return at the end of the week from his stay in Miami Beach. His staff doesn't know if he'll attend the MOA show. . . . **Johnny Bilotta**, Bilotta Distributing, Newark, N. Y., back from his 10 day stay in Miami Beach, and after a few days in the office, takes off for the MOA convention. . . . **Mike Munves** expects Exhibit's new gun to arrive this week. . . . **Bob Luttman** and **"Senator" Al Bodkin**, the two fancies dressers in the industry here, sporting deep sun tans, acquired on the sands of Miami Beach. The "Senator" along with several other members of the assn. off to Chicago. . . . **Harry Koeppel**, Koeppel Distributing, gets ready to leave for Chicago, with brother **Hymie** to remain at home handling the biz. . . . **Dave Lowy**, Dave Lowy & Co., another wholesaler, prepares to take off for Chi. . . . **Al Blendow**, Meteor Machine, leaves early so that he can set up his display at the MOA show. . . . **Herb Klein** and **Bill Rabkin**, International Mutoscope Corp., will be on hand at their exhibit to demonstrate their 3-D picture machine, as well as their automatic picture machine. . . . **Dave Stern**, Seacoast Distributors, fully rested from a few weeks in Miami Beach, leaves for the Chicago show. . . . We understand a large delegation of music ops from New Jersey will be attending the show. . . . **Sidney Levine**, counselor for MOA, getting over a bad case of laryngitis, and hopes he will be fully recovered by Monday. . . . **Tom Gobel**, chairman of the Banquet Committee of the New York State Operators Guild, which is holding their annual banquet on Saturday night, May 1, at the Napanoch Country Club, Napanoch, N. Y., reports "Our program is progressing nicely, and everyone has responded very generously to help make this affair a success. We have received commitments from several recording companies that they will send recording artists."

MEET YOUR FRIENDS AT THE MOA SHOW
IN THE CASH BOX ROOM — 816.

THRU THE COIN CHUTE
NEW ORLEANS NOTES

Our Gala Mardi Gras ended this week and now everyone can go back to work. A great many of our coin friends took part in ever-so-many of the Balls. This was one of the greatest of all Mardi Gras in history. The Comus parade (Comus is one of the oldest organizations) was televised over NBC. . . . One of the outstanding Balls this year was the Venus Club, in which **Mrs. Barcelona** of Barcelona Amusement is a member. She and her daughter both were charming. . . . **Mr. and Mrs. Bill Amann**, Amann Distributing, gave their son one of the biggest birthday parties that's been seen here in a long time. Ponies were available for the kiddies, as was a Merry-Go-Round. There were a total of 40 children on hand, so the ponies were kept quite busy. The Amann's live in one of the nicest residential sections, Lake Vista in New Orleans. . . . We hear that Decca Distributing gave a private premiere of the "Glenn Miller Story," for all the disk jockeys, music operators and all connected with the music biz. . . . **John Gratia** of Algiers Amusement, claims he's as busy as that proverbial one-armed paper hanger. . . . **Macie La Mott** just returned from visiting his family and inspecting some property in Denver, Colo.

Mr. and Mrs. Albano (Betty Albano) of Joy Amusement, entertains her mother, father and sister from Colorado. They were here for the Mardi Gras. . . . Everybody's always happy to see **H. B. Nelson** of Natchez, Miss., and **Earl Gill** of Hattiesburg, Miss. in town. Two of the best liked coinmen in the state. . . . **Eddie**, A & M Amusement, treating **Marian** of Mallory Distributing to coffee (or was it vice versa?). . . . **Bob Breither**, Bally's head engineer, in town. **Bob** and **Joe Isaacson** of New Orleans Novelty, considered the "best" when it comes to applying their mechanical ability to new games. . . . **Nick Carbajal** is one of the busiest men here in the pinball business. . . . **Blackie Bosage**, Loran's Music, Pascagoula, Miss., makes the rounds stocking up for his route.

THRU THE COIN CHUTE

CHICAGO CHATTER

Chicago's famous, and very, very changeable weather, greeted early visitors to the MOA convention this past Tuesday. Even tho "just snow flurries" were predicted by Chi's very screwy weathercasters, it came down in barrel loads. Over 12 inches of snow was on the ground by Wednesday morning. Snarling up all traffic and bringing cold weather. All here hoped, as the week wore on, that the MOA Conventioneers would run into the more pleasant spring weather this town enjoyed all January and February. But, as they say, "March comes in like a lion and goes out like a lamb" and, what's more, there's enough hot air being thrown up into the sky right now to more than melt the snow. . . . **George A. Miller** was in town all this past week and, between **Phil Levin** and **Ray Cunliffe** got the program worked out and rushed to the printers. In the meantime George was surrounded by **Jimmy Tolisano** of Hartford and **Larry Marvin**, the Sacramento, California booster, so things just kept rolling like anything in George's 2250 suite at the Palmer House. And are still rolling hot as you read this.

Just in case you haven't yet found it—"The Cash Box" suite is 2236W at the Palmer House. Display Room is 816. . . . The boys of the Recorded Music Service Assn. here got together to give "Welcome" to all the music men from all around everywhere who are here attending MOA's 4th Annual Convention. This was a really nice gesture. Came right from the heart of the music men here. . . . In the meantime, here are some of the events of this past week. . . . **Jack Nelson** raced out of town to Detroit and then back again to be here in time for the MOA Show. . . .**Herb Oettinger** of United was out of town. **Bill De Selm** was all tied up as was **Ray Riehl**. **Lyn Durant** busier than ever at the big United experimental plant. But, all United's boys in town right now, and welcoming all visitors. . . . **Al Calderon** of Indianapolis in town seeing what's doing. . . . Busiest guy we've known in years is **Bill O'Donnell** of Bally. Not only on telephones all day, but, along with **Don Moloney** ran the finest and most charitable benefit ever.

Bally roadmen reporting in: **Art Garvey** from New England, **Phil Weinberg** from Texas and **Ralph Nicholson** from Iowa, while **Dan Moloney** back in town. **Andy Renn** flies down to Puerto Rico to join **Tom Callaghan**. **Ray Moloney** still in Palm Springs and his golf game tremendously improved. . . . Like this slogan on the Coke vendor at the Sherman Garage: "Courtesy is contagious." . . . Very nice note from **Al Adickes** of Hamburg, Germany, written to us from the S. S. United States. . . . **Howard N. Ellis** of Nebraska's Music Guild telling about the juke box they're giving away to the Kearney Youth Club on March 21. The Nebraska boys have done marvelous with their juke box gifts as far as public relations concerned. . . . **Al. S. Levy** of Dayton writes to advise he's on his way down to Rattlesnake, Florida. . . . **Harry Mabs** of Williams Mfg. Co. phones to ask about **Ken Shyvers** whom he hadn't seen in 22 years. Ken was here in Chi for the first time in 22 years for just a few days.

Sam Stern of Williams, by the way, busier than ever. The production lines humming. And that's music to any manufacturer's ears. . . . **Vince Shay** has become an "information bureau" for lots of coinmen. Got calls on one ad that appeared in **The Cash Box** last week even before the advertiser had yet received his copy. That's how early it was Monday A. M. . . . **Art Weinand** of Exhibit dashes out of town on "a secret mission" hoping to get back "in plenty of time for the MOA convention" and set up his Exhibit display rooms. (Note: Art dood it.) . . . One of the busy men about town—**H. T. (Heinie) Roberts**. He has been getting phone calls and letters since his first announcement. Now busier than ever at the MOA convention showing his new tape equip't. Also explaining about territorial franchises. . . . If you haven't yet seen it—see it today—the new "Atlas Music Building." Most outstanding. Extremely beautiful. A pleasure to visit. And all the luck in the world to two grand boys who commemorated their 20th year in this business with this new building—**Maurie** and **Eddie Ginsburg**—outstanding Seeburg distribs here. . . . Tho the story is that **Mike Hammergren** and his boys from United Sales & Service will show three new products, Mike's actually showing more. Especially that new cigarette machine.

Paul Huebsch much pleased with the nice congrats Keeney has received on the fact that this is the 7th straight production year for the Keeney cigarette machine. That's a record. . . . **Ed Levin** at home, recuperating from a minor operation, and **Frank Mencuri** at the factory, busier than ever, when out comes ChiCoin's new "Super Frame Bowler." So we hear from Ed from bed, and Frank from the office, all excited and the news hits the trade but quick. . . . Right in the very midst of telling their many fine distributors all about their brand new double award five-ball, "Mystic Marvel," **Nate Gottlieb** gets a long distance phone call from **Dave Gottlieb** from Miami Beach. So Nate stops other calls to hear what Dave wants to tell him. And what Dave wanted to tell Nate was that he caught a 20-lb. Dolphin. All by his lonesome. "But," Nate said, "Dolphins or no Dolphins, we've got the greatest in 'Mystic Marvel'."

Whether you know it or not you may soon see **Maurie and Rose Ginsburg** on a TV show all dressed up in cowboy regalia, chaps and all. Not because of Maurie and the Arizona Ambassador but, instead, because Rose's brother has now become "**Big Jim**" **Buchanan**. Top recording artist on Century label with a tune called: "Money." (This is the funniest story we've heard in years. Just ask Maurie or Rose.) . . . **Ralph Sheffield**, **Avron Gensburg** and **Sam Lewis** are getting set to pop with something new. And from what the gossip down the street says, "It's a honey." So whatever it is all are eagerly looking forward to seeing "honey." . . . **Irene Gottlieb** (Nate's wife) telling all about **Shelley Gottlieb's** first date. And Nate admits, "I've told Shelley to date one for me, too." . . . **Les Rieck** of H. C. Evans now busy showing the 100 selection "Holiday" at the MOA show was busier than ever answering inquiries all last week on this new phono. . . . **Joe Cohen** of Ristaucrat in town with his 100-selection phono advises that from the first day his ad broke he hasn't even had time to grab himself a cup of coffee. . . . Seems like interest in the music biz continues to grow and grow and grow. The way other equip't mfrs driving for music ops' business is but a small example of how important the music backbone of the industry has become.

RIDE
Pete The Rabbit
10¢

NEW TWIN-RIDE
PETE the RABBIT
FOR
Double FUN . . .
Double PROFITS!
TWO FOR THE PRICE OF ONE!

BEST BUY OF THE YEAR!
ORDER NOW!
ONLY A LIMITED QUANTITY AVAILABLE!

FOR A SPECIAL DEAL
CONTACT US IMMEDIATELY!

EXHIBIT SUPPLY
4218-30 West Lake Street • Chicago 24, Illinois
ESTABLISHED 1901

WANTED FOR CASH!

BEACH CLUB | SHOW BOAT
DUDE RANCH | CIRCUS
BEAUTY | PALM SPRINGS

Top Prices Paid Now—Phone Or Write TODAY!

Empire Coin MACHINE EXCHANGE
1012-14 MILWAUKEE AVE. • Phone EVERGLADE 4-2600 • CHICAGO 22, ILL

CHICAGO CHATTER (Cont.)

The Chi Automatic Phono Bowling League saw some real action this past week. Decca-Coral maintained first place by beating Coven for two games. **Eddie Walker came thru with a 500 series High For The Men** and **Leo Sochacki** was right behind him with a 493. With **Paul and Ellen Brown** in Florida, **Tom Nyland** tried his best and came in with a 432 series for Coven. . . . In the meantime Oomens lost two to B&B Novelty and that pushed them further down into second place. **John Oomens** came in with 474 and **Isabel Oomens** with a 431 series **High For The Ladies** while **Fireball Bunk (Warren Paradee)** came thru with 495 which was tied by his team mate, **Marino Pieroni**. . . . Mercury took two from Gillette with **Fred Sipiora** bowling in a 466 and **George Holl**, lowest bowler in the league, surprising one and all with a 201 game and a 460 series. . . . With **Ray Gallet** in Florida, **Tony Galgano** took over to bowl a 483, and Paschke knocked over Western for two games, even tho **Bill Nyland** bowled a 202 game and a 482 series. . . . **Johnny Strobl** scored in 490, **Al Hoeffert** scored 481 and the two big guys ganged up on **Julius (Mighty Mite) Mohill's** 475 so Star lost two to Melody. . . . Even tho **Bob Gnarro** came in with 472 it wasn't good enough. Atlas took ABC for two. "Marvelous" **Morrie Minkus** racked up a 452 series. . . . Music men here for the MOA show should drop in this Monday evening and see these boys in action.

Auto-Photo Studios Give Investment Security with Greater Profit

Profits know no season for **Auto-Photo Studio** operators. **Auto-Photo** business is a year around business. And better yet, it is a year-after-year business, too. **Auto-Photo Studios** do not become obsolete. Do not lose their customer appeal. **Auto-Photo Studios** depreciate less than any other coin machine of any category.

Auto-Photo Facts!

- Lower operating costs and higher profits than any other vending machine!
- Higher gross because customers know and appreciate the difference!
- Locations remain productive for years because customers appreciate quality photos that do not fade.
- Your business builds because 4 **different photos for 25¢ — offered only by Auto-Photo** — is a bargain that everyone appreciates.
- **Auto-Photo Studios** are completely automatic — easy for customer — easy for operator.

For Greater Profits and Investment Security, Write Today!

Room 806, Palmer House
M. O. A. Convention

Auto-Photo Co., Inc.
1452 So. San Pedro St., Los Angeles 15, Calif.

Ops Want To Know

Will Public Relations Bureau Come Into Being? Will National Tax Council Be Created? What About National Legislation? Many Other Questions Also Face MOA Execs at Convention

CHICAGO—Here are some of the things which the nation's music operators have told this publication they would like to know:

Will a "Public Relations Bureau" come into being?

This is an old, old, question. One that was started by **The Cash Box** from its inception. This is the question which **The Cash Box**, itself, likes to ask. This is an important and outstanding factor in the continued, future success of this industry.

It would be impossible to attempt to answer this question at this time. **The Cash Box**, like all others in the industry, is waiting to hear what will happen in this regard at the Fourth Annual Convention of Music Operators Of America, Inc.

The Cash Box predicts the following: Nothing will happen. Because the cost of a national public relations program is so tremendous that, even with the support of the juke box manufacturers, the nation's juke box operators will not come through with the money needed, to carry forth such a program for any length of time.

The fact remains that such a program should only be arranged on the basis of what each local association can do—for itself.

This will spread and help throughout the nation. But even this is dependent upon a certain amount of monies to be annually expended.

There are many who will present some very logical plans in this direction.

Music ops also want to know, "What about a 'National Tax Council'?"

This was brought into the light of day by **The Cash Box** almost 12 years ago.

The fact remains that local and state taxes continue to rise and, in many cases, more so against this, than any other, industry.

As this publication has explained, from what coinmen have told it, if there were tax experts along with past records and informative data, many times taxes would not be hiked.

Therefore, the creation of a "National Tax Council" is important, today, to more and more operators around the nation.

Most important of all subjects the nation's operators want to know is, "What about national legislation?"

What can they expect from ASCAP for the future?

Will they have to continue to fight each and every year in the Congress of the United States?

Will some working method come in which will allow the nation's music operators to no longer worry about future ASCAP bills?

So far the average music operator believes that the one and only and best way to halt any further such national legislation is to continue to fight with every penny that he has, so that, once and for all time, prove that this industry, like any other industry, should not be double taxed out of business.

These are but a few of the problems which will face MOA executives this Fourth Annual Convention.

Many are expected to get up in the meetings and present other problems which, in some cases might be local, but, which MOA's leaders will be asked to answer.

Riteway Exhibits 3-D Picture Machines

NAT COHN

NEW YORK—Nat Cohn, Riteway Sales & Manufacturing Company, Inc., this city, is displaying its two top machines "3-Dimensional Theatre" and "3-D Kiddie Theatre" in booth 844 at the MOA Convention at the Palmer House.

These machines have been in production for several months now, and have had a continual sale thruout the country. The "3-D Kiddie Theatre" features comic strips for the kiddies, and the "3-Dimensional Theatre" features art views.

Both machines give the viewer three-dimensional pictures in Kodachrome in natural color. Each machine has five shows, each show of one minute duration for 10c. An adaptor is available for a changeover if the operator wishes to insert 10 shows in the machine. Each machine contains illustrated instructions advising how to arrange the belt of pictures, as well as how to service the machine.

At the show, Cohn and Ray Emritz, who will assist him, are giving away a brochure to operators showing a library of 150 picture changeovers, which are more than enough to keep the machine supplied with a new belt each week for over a year.

Chi Coin Presents New "Super Frame Bowler"

CHICAGO—"Everything that our 'Advance Bowler' had plus the 'Super Frame' feature is incorporated into one great bowling game, 'Super Frame Bowler'," is the way Frank Mencuri, sales manager of Chicago Coin Machine Company, this city, described the firm's newest bowler this past week.

Even Ed Levin, sales director of the firm, who was still abed, after an operation, phoned to report:

"Without any doubt," he said, "our new 'Super Frame Bowler' has proved itself the very greatest bowling game we've yet presented to the industry."

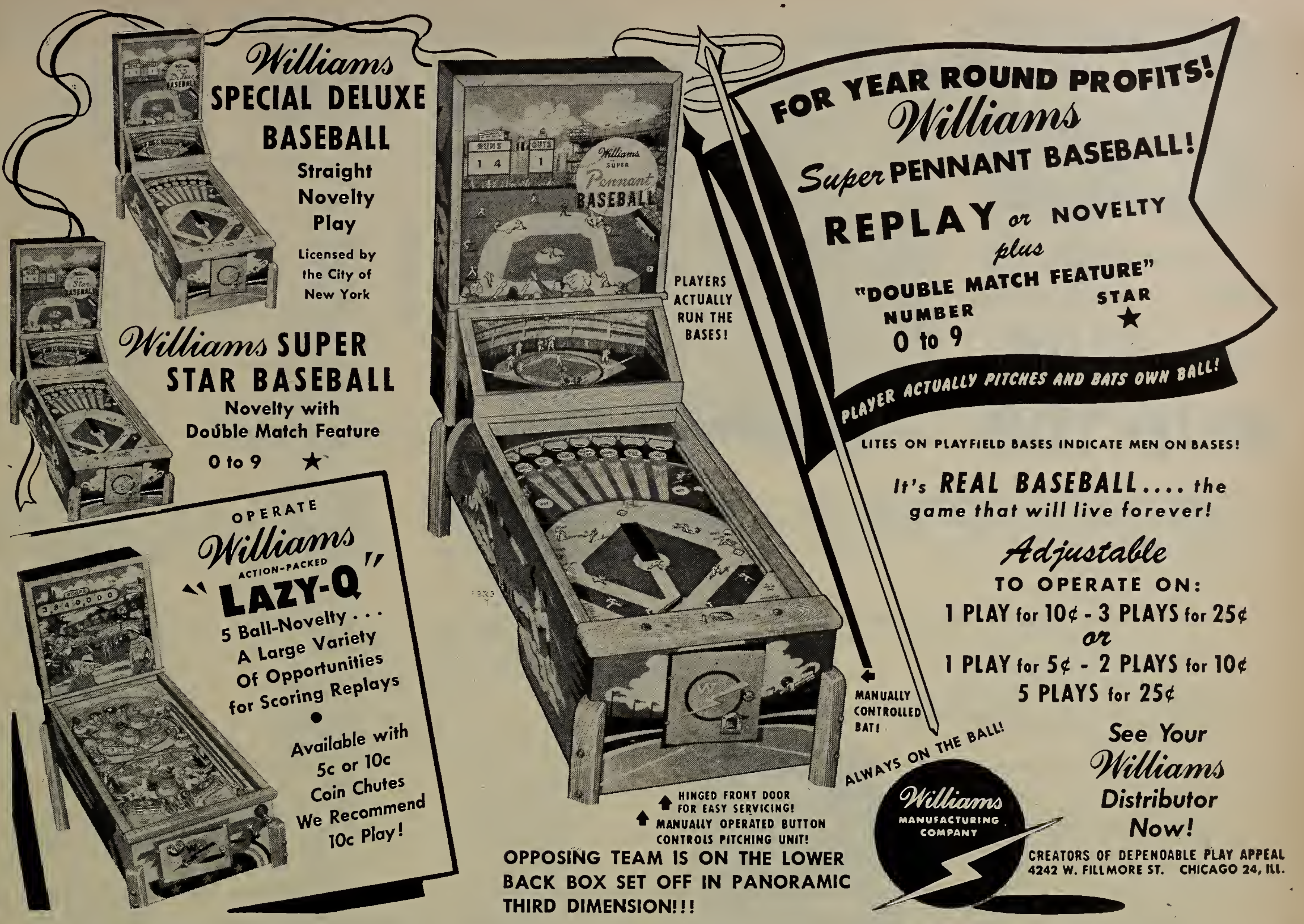
Both men are extremely enthusiastic about this new game. They report that the "ideas" for the "Super Frame Bowler" came to them from "leading bowling game operators from all over the country."

According to Frank Mencuri, "We can actually state that our new 'Super Frame Bowler' is the result of the many, many thousands of miles which I have traveled. Ideas were given to me by operators and our own distributors all over the country. This new bowler is the result of all the fine constructive suggestions which were made."

Ed Levin stated, "But this is one half of the story. After the game was built we put it through the severest of tests, and when it proved that it was one of the most outstanding bowlling games, then we brought it back to the factory and got our production lines in action on it."

From the enthusiasm currently around the ChiCoin plant it seems that its new bowler should prove itself one of the most outstanding games the firm has ever built.

Production is well under way on the game and shipments are being made just as fast as is possible.



Williams SPECIAL DELUXE BASEBALL
Straight Novelty Play
Licensed by the City of New York

Williams SUPER STAR BASEBALL
Novelty with Double Match Feature
0 to 9 ★

OPERATE Williams ACTION-PACKED "LAZY-Q"
5 Ball-Novelty . . .
A Large Variety Of Opportunities for Scoring Replays
●
Available with 5c or 10c Coin Chutes
We Recommend 10c Play!

FOR YEAR ROUND PROFITS!
Williams Super PENNANT BASEBALL!
REPLAY or NOVELTY
plus
"DOUBLE MATCH FEATURE"
NUMBER 0 to 9
STAR ★
PLAYER ACTUALLY PITCHES AND BATS OWN BALL!

PLAYERS ACTUALLY RUN THE BASES!

LITES ON PLAYFIELD BASES INDICATE MEN ON BASES!

It's REAL BASEBALL.... the game that will live forever!

Adjustable TO OPERATE ON:
1 PLAY for 10¢ - 3 PLAYS for 25¢
or
1 PLAY for 5¢ - 2 PLAYS for 10¢
5 PLAYS for 25¢

MANUALLY CONTROLLED BAT!
ALWAYS ON THE BALL!

HINGED FRONT DOOR FOR EASY SERVICING!
MANUALLY OPERATED BUTTON CONTROLS PITCHING UNIT!

OPPOSING TEAM IS ON THE LOWER BACK BOX SET OFF IN PANORAMIC THIRD DIMENSION!!!

See Your Williams Distributor Now!

Williams MANUFACTURING COMPANY
CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.

As I See It

A Weekly Column
by
AL SCHLESINGER

Whether there are now over three million unemployed as Walter Reuther claims, or only two million as some officials in Washington say; the impact of this will be felt by all in the industry. Many old time operators seem to feel that this is a depression proof business. It is true that in the early thirties, novelty games, when they first appeared on the scene were spectacular money getters. This was a period when there were ten million people unemployed. While many other lines of business fell by the wayside, this period was actually the birth of the coin machine business as we know it today. The reason I am bringing this up, is because many operators are complaining about the drop in their collections. I don't dispute them about this; but I do feel there is no cause for alarm. They also keep asking "when are the prices of equipment going to go down?" That is a question I cannot answer, at the present time at least. While there is some concern about the high cost of equipment, I have always felt that good high priced equipment always earned steady money for operators. It's on junk that the operator loses money.

The MOA convention March 8-9-10, in Chicago, has brought operators together from all over the nation. It will be very interesting to hear the comments from these operators as they gather to not only look over the various exhibits, but to hear their stories before the various committees that will be set up to formulate plans for bettering the lot of the operators. I am hoping that every operator who could get away from his business, even if it meant some sacrifice, is attending this convention. Recently at Miami, Fla. eleven thousand automobile dealers attended their national convention and raised many questions pertaining to their business. One of the important motions carried, was a request to the manufacturers to cut production in 1954. That was an important problem with them. We also have problems and it is my hope that the operators will discuss them, debate them and come up with some answers. I just don't want an operator to say prices are too high! That's not the answer to the problem. Let's all dig into the problems and come up with some right answers.

As I see it, everyone in this business is vitally interested in the future prosperity of this industry. Manufacturers are willing to listen to reasonable arguments. Distributors want to stay in business and continue selling new products. Operators must hustle to keep going. So, let's all see if we can all help one another to make 1954 a real good profitable year.

Westchester Ops Plan Third Dinner

To Be Held On May 18 At Spacious Holiday Inn

PORT CHESTER, N. Y.—Seymour Pollak, secretary of the Westchester Operators Guild, this week announced plans for its third annual dinner to be held on Tuesday evening, May 18.

In view of the overflow crowd that attended last year's affair, in spite of the groups having halted the sale of tickets two weeks before the dinner, plans call for holding the dinner at a larger location. This year the affair will be held at the newly built and spacious Holiday Inn, located on Central Ave., Scarsdale, New York. The Inn is three miles south of White Plains.

Seymour Pollak is again general chairman; Nathan Bensky, co-chairman and entertainment chairman. The balance of the committee is comprised of Carl Pavesi, tickets; James A. Smith, souvenir journal; Max Klein, seating arrangements; Louis Tartaglia, treasurer; Malcolm Wein, counsel for the association, will act as toastmaster.

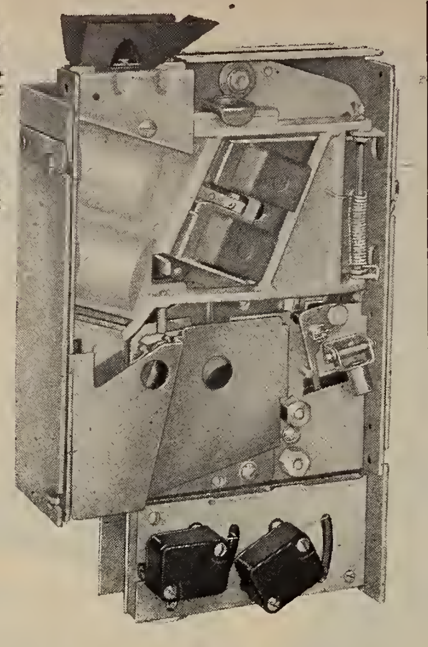
GOING BIG!
Williams BASEBALL GAMES

CLEANING HOUSE!
MUST MAKE ROOM FOR NEWER MACHINES
CLOSE - OUT
500 USED GAMES
PINBALLS AND ALLEYS
MANUFACTURED IN 1951 and 1952
$15.00 EACH
WRITE US YOUR NEEDS!
TELL US WHAT YOU CAN USE!

BILOTTA DISTRIBUTING COMPANY
(Exclusive Wurlitzer Distributor)
NEWARK NEW YORK
(WAYNE COUNTY)
(Phone: 598)

It's NEW! Really New—

"THE SENTRY"
ABT's revolutionary
Multiple SLUG
REJECTOR



The most revolutionary and amazing discovery in the art of multiple coin handling and slug rejecting devices for the past 15 years.

- For 5c, 10c, & 25c
- A marvel of engineering
- So revolutionary it can be called a flash of genius — pre-tests all coins according to their diameter and thickness
- No moving parts in action
- Flawless operation at all times
- Will fit into any mechanism now using multiple slug rejectors

All working parts are protected against rust and corrosion and rapid, easy action is assured at all times. All magnets and scavenger doors are hinged permitting the cleaning without the use of tools. Equipped with the new time delay coin actuating switches, the new Sentry Slug Rejector will operate any relay or solenoid.

Dimensions: 6¼" High — 5" Wide — 1½" Deep

Visit
Room No. 829
at the
Palmer House
March 8-9-10
at the M.O.A.
Convention

Write for illustrated literature TODAY!
P.S. Have you seen our new "DROP CHUTE"?

A.B.T. Manufacturing Corp.
715-723 North Kedzie Avenue Chicago 12, Illinois
manufacturers since 1919

OPERATORS! WAKE UP!

A "take" of $8 per week is considered "solid" in the music machine business . . . but that's ridiculous "chicken feed" in the Kiddie Ride Industry!

Here's a business that brings in MAN-SIZED MONEY! ALL CLEAR PROFIT—no servicing—records—needles—selection titles—or keeping up with the "Hit Parade"!

AND—REQUIRES only HALF the investment!
GET THE FACTS IN ROOM 854, M. O. A. CONVENTION
PALMER HOUSE, CHICAGO, MARCH 8-10, 1954
THREE NEW NUMBERS WILL BE SHOWN

The METEOR LINE is the PROFIT LINE

Meteor Flying Saucer (Pat. Pend.) Meteor Rocket Meteor PT-Boat Meteor Pony Boy

Flying Saucer
PT-134

Write, Wire or Phone for Full Particulars TODAY!

Start making BIG MONEY
METEOR MACHINE CORP.
75 W. 45 St., New York 36, N. Y. Circle 6-2241-2

MEMBERSHIP OF THE 20 YEAR CLUB

(AS OF MARCH 5, 1954)

A

ABRAHAM, JOS.
Cleveland, O.
ADAMS, EDWARD
Elizabeth, N. J.
ALBERG, WILLIAM
Brooklyn, N. Y.
ALEXANDER, ELIAS
Youngstown, O.
ALEXANDER, JOSEPH
Youngstown, O.
ALEXANDER, N.
Youngstown, O.
ALLBRITTEN, V. N.
Murray, Ky.
ALLEN, JAMES
Grand Rapids, Mich.
ALLUVOT, FRANK
Detroit, Mich.
AMBROSE, DOMINIC
Patchogue, L.I., N.Y.
ANDERSON, EUGENE F.
Monterey, Calif.
ANDERSON, MICKEY
Erie, Pa.
ANGOTT, CARL
Detroit, Mich.
ARENA, JOHNNY J. B.
Galveston, Texas
ARNSBERG, HARRY
Portland, Ore.
ARONSON, CHARLES
Brooklyn, N. Y.
ASH, JOSEPH
Philadelphia, Pa.
ATKINS, M. B.
Oklahoma City, Okla.

B

BACKE, EARL
Merrick, L. I., N. Y.
BADER, CLARENCE
Hialeah, Fla.
BAILEY, BILL
Stockton, Calif.
BAILIE, CLIFF F.
Syracuse, N. Y.
BAKER, CHARLES
Pine Bluff, Ark.
BARBER, FRED
Dallas, Tex.
BARD, ROBERT
Los Angeles, Calif.
BARRON, JERRY
San Mateo, Calif.
BARTNIK, FRANK A.
Milwaukee 7, Wisc.
BASSAN, ALBERT C.
Wellsville, N. Y.
BECKER, BEN
Brooklyn, N. Y.
BELLETINI, BOVIO
Goalgate, Okla.
BENNETT, PAUL
Chicago, Ill.
BERGMAN, ALFRED
Buffalo, N. Y.
BERGQUIST, GEO. W.
Ironwood, Mich.
BERMANN, N. H.
Casablanca, Fr. Mor.
BERN, DEL
Fresno, Calif.
BERSON, DAVID
Harrisburg, Pa.
BERUBE, ANTHONY
Hartford, Conn.
BESS, JACK G.
Roanoke, Va.
BETTI, HUMBERT
Union City, N. J.
BETZ, WILLIAM
St. Louis, Mo.
BIEDERMAN, HORACE
Washington, D. C.
BILOTTA, JOHN
Newark, N. Y.
BLALOCK, FLETCHER
New Orleans, La.
BLATT, THEODORE
Brooklyn, N. Y.
BLATT, WILLIAM
Miami, Fla.
BLENDOW, AL
Brooklyn, N. Y.
BLUM, M. Y.
Wichita, Kan.
BLUMENFELD, IRVIN
Baltimore, Md.
BOASBERG, LOUIS
New Orleans, La.
BODKIN, AL
Forest Hills, L.I., N.Y.
BOND, DAVID
Boston, Mass.
BOSCHE, W. E.
Raton, N. M.
BOUNDS, JIMMIE
Mexia, Texas
BOWEN, CARL
Grand Rapids, Mich.
BOYD, LESLIE C.
New York, N. Y.
BRADISH, JOSEPH
Freeland, Pa.
BRAGG, R. C.
Danville, Va.
BRANDT, PETE
St. Louis, Mo.
BRANSON, HY
Louisville 4, Ky.
BRAY, VINCENT J.
Miami, Fla.
BREITENSTEIN, CHAS
Chicago, Ill.
BREITHER, ROBERT
Chicago, Ill.
BRILLIANT, JOSEPH
Detroit, Mich
BROADBENT, JOE
Anchorage, Alaska
BROMLEY, MARTIN J.
Honolulu, Hawaii
BROWER, O. A. "REP"
Aberdeen, Wash.
BRUINGTON, E. J.
Onamia, Minn.
BUCKLEY, LOUIS
Nashville, Tenn.
BUCKLEY, PATRICK J.
Chicago, Ill.
BUCKLEY, ROBERT
New Orleans, La.
BULLOCK, JOHN
Lock Sheldrake, N.Y
BUNCH, JOE
Chattanooga, Tenn.
BURKE, PALMER F.
Youngstown, Ohio
BURKE, TOM
Elizabeth, N. J.
BURKE, WILLIAM J.
Baltimore, Md.
BURT, H. F.
Chicago, Ill.
BUSH, TED
Miami, Fla.
BUSHDID, MICHAEL
Washington, D. C.
BUTLER, RAYMOND B.
Haverhill, Mass.
BYBER, (GENE) E. C.
San Antonio, Texas
BYE, BILL
Kansas City, Kans.

C

CAMP, CLARENCE
Memphis, Tenn.
CANNON, FRANK
Americus, Ga.
CARLYLE, ROBERT
Grand Rapids, Mich.
CARPENTER, RUSS
Chester, N. Y.
CARRACI, JOE
Galveston, Texas
CARSLEY, GEORGE
Montreal, Caanda
CASHION, E. H.
Nashville, Tenn.
CASOLA, LOU
Rockford, Ill.
CHAPMAN, ABE
Los Angeles, Calif.
CHARLE, C. S.
Springfield, Mo.
CHRISTIAN (DOC) T.K.
Fort Worth, Texas
CHRISTOPHER, VIRGIL
Baltimore, Md.
CISEK, STEPHEN
Chicago, Ill.
CLARK, SAM W.
Benton Harbor, Mich.
CLEER, CLARENCE A.
Fort Worth, Texas
COHEN, AL S.
Newark, N. J.
COHEN, MRS. SAM
Atlanta, Ga.
COHN, NAT
New York, N. Y.
COLUCCI, JOHN S.
Waterbury, Conn.
COLUCCI, RALPH
Hartford, Conn.
CONKLIN, MRS. HAZEL
Houston, Texas
CONNORS, JOSEPH
Long Island, N. Y.
CORNELIUS, M. T.
Abiline, Texas
CORRISTEN, EDDIE
Cliffside Park, N. J.
COULTER, ALBERT
Worcester, Mass.
COULTER, MAXWELL
Worcester, Mass.
COWLISHAW, C. L.
Mobile, Ala.
COX, J. D.
San Francisco, Calif.
CRESWELL, N. J.
Los Angeles, Calif.

D

DADDIS, ART
Palm Beach, Fla.
DADDIS, GENE
Pequannock, N. J.
DAUL, HARRY
Green Bay, Wis.
DAVIDSON, BERT B.
Chicago, Ill.
DAVIDSON, FRANK W.
Spooner, Wis.
DAVIES, H. W.
St. Louis, Mo.
DAVIS, ARTHUR
Knoxville, Tenn.
DAVIS, W. H.
Nashville, Tenn.
DELAPORT, ANGELO
Syracuse, N. Y.
DEL SIGNORE, G. J.
Fort Edward, N. Y.
DE MARE, JAMES
Highland, Ulster County, N. Y.
DENVER, ALBERT
Brooklyn, N. Y.
DE SELM, BILL
Chicago, Ill
DICHTER, SAMUEL S.
Ft Wayne, Ind.
DICICCO, DICK
Yonkers, N. Y.
DINWIDDIE, C. P.
Atlanta, Ga.
DIXON, LEO
Youngstown, Ohio
DIXON, LEO R., JR.
Youngstown, Ohio
DIXON, NORMAN J.
Youngstown, Ohio
DIXON, S. H.
Johnson City, Tenn.
DODSON, W. RUSS
Powell, Ohio
DOLINS, AL
Boston, Mass.
DOLPH, H. W.
Tulsa, Okla.
DORSCH, ANTHONY
Chicago, Ill.
DOYLE, FRANK Q.
Chicago, Ill.
DOWNING, BILL
Fresno, Calif.
DROLLINGER, HARRY
Dallas, Texas
DURANT, LYN
Chicago, Ill.

E

EBY, MRS. LORA
(QUACKENBUSCH)
Detroit, Mich.
ECKHARDT, GEORGE
Alma, Neb.
EHRENFELD, EMANUEL
Passaic, N. J.
ELLIS, EDDIE
New York, N. Y.
ELLIS, HOWARD N.
Omaha, Neb.
ELMS, JOHN
New Orleans, La.
ENGELMAN, SAMUEL
New York, N. Y.
ENGELN, AL
Nashville, Tenn.
EUITTIS, ALBERT T.
Nashville, Tenn.
EVANS, ALBERT C.
South Bend, Ind.
EVANS, JOHN R.
Gulfport, Mich.
EVETTS, ALBERT
Nashville, Tenn.
EWING, CHARLES
Evansville, Ind.

F

FARRIS, C. B.
Galveston, Texas
FARRIS, J. D. Sr.
Vicksburg, Miss.
FARRIS, J. D., Jr.
Vicksburg, Miss.
FELDMAN, A. D.
Brooklyn, N. Y.
FELDMAN, STANLEY D.
Brooklyn, N. Y.
FESDJIAN, SUREN D.
New York, N. Y.
FISH, ABE
Hartford, Conn.
FISHMAN, JOE
Newark, N. J.
FLAKE, ARTHUR
Dallas, Tex.
FLOWE, J. M., Sr.,
Greenwood, S. C.
FLOWE, J. N.
Greenwood, S. C.
FOKAKIS, JOHN N.
Hattiesburg, Miss.
FOKAKIS, NICHOLAS J.
Hattiesburg, Miss.
FORREST, C. M.
Ft. Wayne, Ind.
FORTNER, D. C.
Carmi, Ill.
FOSTER, RAY
Sioux Falls, S. D.
FRANCO, DAVID
Montgomery, Ala.
FRANKEL, LARRY
Rock Island, Ill.
FRIEDMAN, DAVID
Miami, Fla.
FRIEDMAN, JAKE
Atlanta, Ga.
FULCO, DOMINICK
Hartford, Conn.
FULLER, FLETCHER G.
Ocala, Fla.
FURLOW, ED
Dallas, Tex.

G

GAGE, OTTO (TOBE)
Fayetteville, Ark.
GAINES, WILLIE
New York, N. Y.
GARDELLA, FRED A.
Detroit, Mich.
GARRETT, D. F.
Temple, Texas
GARRETT, HAROLD
Schenectady, N. Y.
GARRETT, TED
Albuquerque, N. M.
GARRISON, ROY E.
Phoenix, Ariz.
GASKIN, TOM R.
Knoxville, Tenn.
GAUNT, FRED
Los Angeles, Calif.
GELTZER, IRVING
New London, Conn.
GENNA, VINCENT
Galveston, Tex.
GENSBURG, SAMUEL
Chicago, Ill.
GERARDIN, L. W.
Chicago, Ill.
GERSH, BILL
Chicago, Ill.
GIACONNE, CHARLES
Liberty, N. Y.

M.O.A. SCOOP!

BIG NEWS

FORECAST— MUSIC PROFITS TO RISE!

The RISTAUCRAT

MODEL CM-"55" JUKE BOX

PROVES SHOW STOPPER!

WORLD'S LOWEST PRICE!

FULL SIZE CONSOLE MODEL!

100 SELECTIONS

45 RPM

SEE IT! ON DISPLAY

ROOM 822

PALMER HOUSE

RISTAUCRAT, INC.

1216 E. WISCONSIN, APPLETON, WIS.

MEMBERSHIP OF THE 20 YEAR CLUB

(AS OF MARCH 5, 1954)

GILBERT, AL
New York, N. Y.
GINSBERG, EDDIE
Chicago, Ill.
GINSBERG, MORRIE
Chicago, Ill.
GISSER, MORRIS
Cleveland, Ohio
GLASS, LOUIS S.
Madison, Wis.
GLAVIANA (JOE) J. C.
Galveston, Texas
GLUTH, OTTO J., Jr.
Birmingham, Ala.
GOLDBERG, HARRY
Miami, Fla.
GOLDMAN, GEORGE
Baltimore, Md.
GOLDMAN, PHIL
St. Augustine, Fla.
GOLDSTEIN, LENNY
Cincinnati, Ohio
GORE, EARL P.
New Orleans, La.
GOTTLIEB, DAVID
Chicago, Ill.
GOTTLIEB, MORRIS
Dallas, Tex.
GOTTLIEB, NATE
Chicago, Ill.
GOTTLIEB, SOL
Chicago, Ill.
GRECO, JOSEPH
Giasco, N. Y.
GRECO, THOMAS
Giasco, N. Y.
GREEN, HARRY
New York, N. Y.
GREEN, MILTON
Brooklyn, N. Y.
GREGGS, E. H.
Columbia, Tenn.
GROOVER, W. L.
Atlanta, Ga.
GROSS, WILLIAM
Philadelphia, Pa.
GUTSHALL, JACK
Corona, Calif.

H

HAGEMANN, RALPH
Peoria, Ill.
HAGGERTY, JAMES
Chicago, Ill.
HAHNEN, JOSEPH
New York, N. Y.
HALEY, GERALD
Chicago, Ill.
HALPERIN, HERMAN
Elizabeth, N. J.
HANKIN, MRS. M.
Atlanta, Ga.
HANLIN, AL
Los Angeles 28, Calif.
HAPPEL, CARL
Milwaukee, Wis.
HAPPEL, WILLIAM R.
Los Angeles, Calif.
HARRINGTON C. O.
(BUGGER RED)
Houston, Texas
HARRIS, FRANCIS G.
Virginia Beach, Va.
HARRISON, RAY
Miami Beach 41, Fla.
HARTNETT, BART
Brooklyn, N. Y.
HARWITZ, MORRIS B.
Miami, Fla.
HASKIN, HARRY
Yonkers, N. Y.
HASTINGS, SAM
Milwaukee, Wis.
HATCH, HOWARD E.
Baton Rouge, La.
HAWK, TED
Ft. Wayne, Ind.
HAWLEY, DAN
Portsmouth, Va.
HEGMAN, BEN
Galveston, Texas
HERMAN, LOUIS
Mount Vernon, N. Y.
HERMANN, N. H.
Casablanca,
Fr. Morocco
HERRERA, M. M. de
El Paso, Tex.
HIGHTOWER, WARREN
Fort Worth, Tex.
HILLMAN, MYRON S.
Fall River, Mass.
HITCHCOCK, C. V.
Nashville, Tenn.
HOELZEL, CARL
Kansas City, Mo.
HOFER, BEN
New Braunfels, Tex.
HOFFMAN, HARRY
Baltimore, Md.
HOLMES, C. W.
Little Rock, Ark.
HOLT, ROBERT L.
Salt Lake City, Utah
HOOD, RICHARD
Chicago, Ill.
HOOK, J. W.
Brownwood, Texas
HOOSER, HARRY
Fort Worth, Texas
HORNBECK, DICK
Kingston, N. Y.
HORTON, H. H.
Houston, Texas
HOSKINS, J. L.
Birmingham, Ala.
HUBBARD, N. J.
Knoxville, Tenn.
HUGEBACK, WALTER
New Hampton, Iowa
HUGEBACK, MRS. W.
New Hampton, Iowa
HUGHES, ED.
Dallas, Tex.
HUNTER, MRS. AUDREY
Dallas, Tex.
HUNTER, ROBERT W.
Dallas, Tex.
HUPP, JAMES F.
Cumberland, Md.
HURVICH, HARRY
Birmingham, Ala.
HURVICH, MAX
Birmingham, Ala.

I

ILLIG, WILLIAM F.
St. Louis, Mo.

J

JACKSON, C. J.
Seminole, Okla.
JAMES, MONROE R.
(JESSE)
Houston, Tex.
JENKINS, GEORGE
Chicago, Ill.
JERARD, ANTHONY V.
Chicago, Ill.
JOHNS, JAS. MILTON
Chicago, Ill.
JOHNSON, CHARLES
Chicago, Ill.
JOHNSON, DAVID H.
Sioux City, Iowa
JOHNSON, MIKE
Fresno, Calif.
JOHNSON, O. K.
Aberdeen, Wash.
JOHNSTON, HOWARD
Montgomery, Ala.
JONES, HERB
Chicago, Ill.
JONES, R. F.
San Francisco, Calif.

K

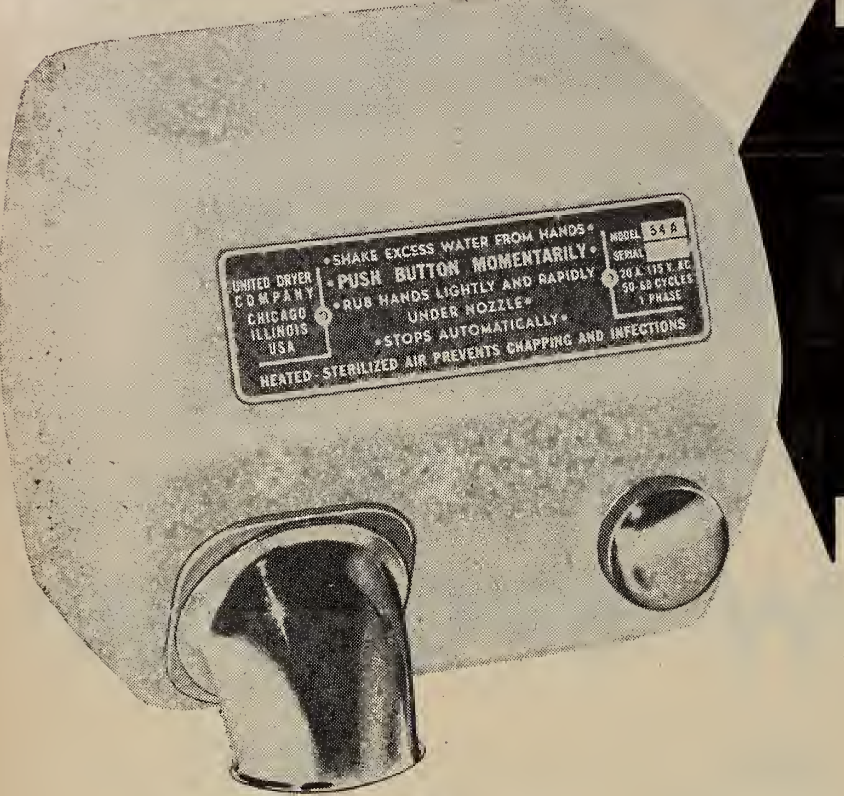
KANTER, CHARLES J.
Cincinnati, Ohio
KAPILLA, MIKE
Staunton, Ill.
KATZ, CHARLES
New York, N. Y.
KAUFFMAN, JACK
Philadelphia, Pa.
KAUFMAN, BABE
Atlantic Highl'ds, N.J.
KELLEY, HARRY L.
Rochester, N. Y.
KELLEY, WILLIAM P.
W. Springfield, Mass.
KELNER, JACK
Chicago, Ill.
KERTMAN, JERRY
Rochester, N. Y.
KILBURN O. R.
Bellows Falls, Vt.
KIRBY, FRANK G.
Bowling Green, Ky.
KIRBY, HOUSTON, M.
Bowling Green, Ky.
KIRSCHENBAUM IRV.
New York, N. Y.
KLEIN, MAX
Yonkers, N. Y.
KNIERIEM, GUS
Cumberland, Md.
KOCHANSKY, JOE
Brooklyn, N. Y.
KOEPPEL, HARRY
New York, N. Y.
KOEPPEL, HYMIE
New York, N. Y.
KOLITZOFF, STANLEY
Tacoma, Wash.
KONWINSKI, LEO
Iron River, Mich.
KOREN, LOU
Miami Beach. Fla.
KRAUTER, ERNEST
Maplewood, N. J.
KRESBERG, SAMUEL
New York, N. Y.
KROPP, A. L., Sr.
Tuscaloosa, Ala.
KYLE, JAMES L.
Houston, Texas
KYNION, CLARENCE
St. Louis, Mo.

L

LA BEAU, ARCHIE
St. Paul, Minn.
LA MASKIN, FRANK
Chicago, Ill.
LAMBERT, H. H.
Auburn, Ala.
LAMBERT, TOM
Dallas, Texas
LANDT, LESLIE A.
Chicago, Ill.
LAPORTER, AL
Ottawa, Ont., Can.
LATOWSKI, JOE
Chicago, Ill.
LA VENE, JOE P.
Clarksdale, Miss.
LA VIEZ, HIRSH de
Washington, D. C.
LAVOIE, ARTHUR
Fall River, Mass.
LAYMON, LUCILLE
Los Angeles, Calif.
LAYMON, PAUL
Los Angeles, Calif.
LAZZARESCHI, ANDY
Stockton, Calif.
LeBLUE, MRS.
DOROTHY
Lake Charles, La.
LEITGEB, RUDY
Cliffside Park, N. J.
LEMKE, HENRY
Detroit, Mich.
LERA, O. J.
Galveston, Texas
LESCHIN, MURRAY
L. I. C., N. Y.
LESNICK, MAC
Baltimore, Md
LEUENHAGEN, WM. H.
Los Angeles, Calif.
LEVEY, WILLIAM
Miami Beach, Fla.
LEVIN, ED E.
Chicago, Ill.
LEVINE, D. E.
Hattiesburg, Miss.
LEVINE, MAX
Brooklyn, N. Y.
LEVINE, SIDNEY
New York, N. Y.
LEVY, AL
Dayton, Ohio
LIBBEY, JR., THOMAS
Haverhill, Mass.
LICHTMAN, CHARLES
New York, N. Y.
LIEBERMAN, HAROLD
Minneapolis, Minn.
LIEBOWITZ, MARVIN
New York, N. Y.
LIEDEKER, MORRIS, SR.
Corpus Christi, Tex.
LIMA, JOHN
No. Little Rock, Ark.
LIVINGSTON, JERRY
Beverly Hills, Calif.
LONDON, SAM
Milwaukee, Wis.
LOOSIER, W. B.
Decatur, Ala.
LOUDON, L. A.
Galesburg, Ill.
LUCAS, VICTOR J.
Chicago, Ill.
LYNCH, SI
Dallas, Tex.

M

MABS, HARRY J.
Chicago, Ill.
MACKLER, MR.
Hartford, Conn.
MANGAN, JAMES T.
Chicago, Ill.
MANGONE, JOE
Miami, Fla.
MAPES, ED
San Francisco, Calif.
MARCH, HAL L.
Brattleboro, Vt.
MARDER, MORRIS
Miami Beach, Fla.
MARKLIN, JOHN
Detroit, Mich.
MARMER, WILLIAM
Cincinnati, Ohio
MAROON, CHARLES
Bridgeport, Ohio
MARTIN, WARRICK N.
Miami, Fla.
MARVEL, BILL
Poplar Bluff, Mo.
MASON, ALBERT
St. Louis, Mo.
MASON, PHIL
Washington, D. C.
MATTHEWS, L. E.
Nashville, Tenn.
McCALL, ANDY
St. Louis, Mo.
McCORMACK, JACK
Elizabeth, N. J.
McCORMICK, DAVID
Goldsboro, N. C.
McCORMICK, JR., J. G.
Goldsboro, N. C.
McCORMICK, J. W.
Chambersburg, Pa.
McCULLUM, W. W.
Dallas, Texas
McDONALD, BEN
Ft. Worth, Tex.
McGINNIS, ROY
Chicago, Ill.
McKEE, A. J.
Columbia, Tenn.
McKEE, C. R.
Grand Island, Neb.
McKELLER, TILMON
Hattiesburg, Miss.
McKELVEY, E. S.
Edwardsville, Ill.
McLAIN, WILLIAM A.
Los Angeles, Calif.
MEALE, MAXINE R.
Cincinnati, O.
MILLER, BILL L.
Grand Rapids, Mich.
MILLER, GEORGE A.
Oakland, Calif.
MILLER, HAROLD
Cedar Falls, Iowa
MILLER, SAM L.
Bowling Green, Ky.
MILLER SAMUEL W.
Archbald, Ohio
MILLER, WILLIAM C.
Plant City, Fla.
MILLS, MRS. GEORGE
Huntington, W. Va.
MINERO, JOHN
Haledon, N. J.
MINTHORNE, DOLORES
Los Angeles, Calif.
MINTHORNE, JEAN
Los Angeles, Calif.
MISSLER, CHARLES M.
Baltimore, Md.
MITCHELL, A. J.
Montgomery, W. Va.
MITNICK, JACK
New York, N. Y.
MITTLEBERG, SIDNEY
Queens Village, N. Y.
MITTLEMAN, SIDNEY
Elizabeth, N. J.
MOHILL, JULIUS
Chicago, Ill.
MOLONEY, RAY T.
Chicago, Ill.
MONTICELLO, TONY A.
Lake Charles, La.
MOODY, T. W.
Houston, Texas
MOREY, WARREN W.
Little Rock, Ark.


UNITED DRYER COMPANY CHICAGO ILLINOIS USA
• SHAKE EXCESS WATER FROM HANDS •
• PUSH BUTTON MOMENTARILY •
• RUB HANDS LIGHTLY AND RAPIDLY UNDER NOZZLE •
• STOPS AUTOMATICALLY •
HEATED STERILIZED AIR PREVENTS CHAPPING AND INFECTIONS
MODEL 54 A
SERIAL
20 A 115 V AC
50-60 CYCLES
1 PHASE

THE PATH'S ALREADY BEEN PAVED

. . . NOW YOU CAN ENJOY THE PROFITS . . WITH

UNITED WARM AIR DRYER

"THE WORLD'S FINEST AND MOST EFFICIENT HAND AND FACE DRYER"

SPECIFICATIONS

Dimensions: 10⅛" wide, 8⅝" high, 7" deep excluding nozzle, 9" overall depth with nozzle.

Construction: Cast iron housing. Base and Blower housing cast in aluminum.

Weight: 26 lbs.

Finish: White porcelain exterior. Chrome plated nozzle and pushbutton.

Installation: 4-hole mounting.

Heating Element: 2100 watt. Max. drain is 20 amps @ 115 volts A.C. 60 cy.

Timer: Synchronous motor type preset at 30 seconds "on" time.

Deodorization: 2-Westinghouse ultraviolet lamps.

Motor: ⅛ H.P., 8500 RPM. Sealed-in ball bearings. Universal type.

HERE'S WHY . . .

1 - LOWER PRICED!!

2 - GUARANTEED FOR 2½ YEARS

The *"United Warm Air Dryer"* is being manufactured and sold by men who have years and years of EXPERIENCE serving the industry. Men who KNOW WHAT YOU NEED AND HOW MUCH YOU MUST PAY TO EARN YOURSELF TOP PROFITS!! You'll be amazed at the lower price for this 2½ YEARS GUARANTEED and sensational money-maker!! You'll be thrilled to meet THE MEN BEHIND *"United"*!! WRITE! PHONE! WIRE! *TODAY!!*

UNITED SALES & SERVICE, INC., 134 N. LA SALLE ST., CHICAGO 2, ILL.

MEMBERSHIP OF THE 20 YEAR CLUB

(AS OF MARCH 5, 1954)

MORRIS, IRVING
Newark, N. J.
MORRIS, L. H.
Galveston, Texas
MULLIGAN, JACK
Sharon, Pa.
MULLININX, JR., O. J.
Savannah, Ga.
MUNVES, JOE
New York, N. Y.
MUNVES, MIKE
New York, N. Y.

N

NACLERIO, JOSEPH J.
Waterbury, Conn.
NAGLER, MILTON
New York, N. Y.
NELSON, JACK
Chicago, Ill.
NEMIROW, MR.
Hartford, Conn.
NEW, GEORGE L.
Hobbs, N. M.
NIELSON, SIDNEY E.
Shreveport, La.
NIGRO, ANTHONY
Huntington Station, L. I., N. Y.
NIGRO, CARMINE
Huntington Station, L. I., N. Y.
NIGRO, MUNZIE J.
Huntington Station, L. I., N. Y.
NOMDEN, SR., JACOB
Oak Park, Ill.
NOTO, CARL
San Francisco, Calif.
NOTO, JOE
San Francisco, Calif.

O

O'BRIEN, JOHN
Chicago, Ill.
O'CONNOR, KEN
Richmond, Va.
ODDER, TAFT E.
Slidell, La.
ODEN, GENE
San Antonio, Texas
OETTINGER, HERB. L.
Chicago, Ill.
OLSHEIN, JULES
Albany, N. Y.
ORENSTEIN, SAMUEL
Providence, R. I.
ORLECK, JOE
New York, N. Y.
OSBURN, DREW V.
Fort Worth, Texas
OSTRANDER, JOHN
Baltimore, Md.

P

PAGE, FRANK
Roanoke, Va.
PALASTRANT, BEN D.
Boston, Mass.
PALMER, EARL F.
Chicago, Ill.
PARKER, S. J.
Nashville, Tenn.
PARKOFF, MEYER
New York, N. Y.
PASSANANTE, JAS. A.
Detroit, Mich.
PATTON, FRED
Jacksonville, Fla.
PAULSON, LARRY
Grand Rapids, Mich.
PEARLMAN, IRVING
Cleveland, Ohio
PEARLMAN, LOUIS
Cleveland, Ohio
PEARLMAN, NATE
Cleveland, Ohio
PEDDICORD, CHARLES
Buena Park, Calif.
PELL, FRANK M.
Orlando, Fla.
PERLMAN, MAC
Hartford, Conn.
PETERFESA, VICTOR
New York, N. Y.
PETROCINE, EDMUND
Miami, Fla.
PHELPS, EUGENE S.
Midvale, Utah
PHILIPS, LOUIS
New Orleans, La.
PIERCE, C. S.
Brodhead, Wisc.
PIERCE, MRS. MARIE
Brodhead, Wisc.
PIETERS, J. R. "PETE"
Kalamazoo, Mich.
PINTO, MORRIS
Houston, Texas
POLLAK, SEYMOUR
No. Tarrytown, N. Y.
PONSER, GEORGE
New York, N. Y.
POOLE, HARRY
Boston, Mass.
PORTA, CHARLES L.
Pittsburgh, Pa.
POTTER, CLARENCE E.
O'Neill, Nebr.
PUTMAN, WALTER
Knoxville, Tenn.
PRIOR, HOMER F.
Cedar Falls, Ia.
PROCK, GEORGE
Dallas, Tex.
PROTIN, EMILE L.
Detroit, Mich.

R

RABKIN, WILLIAM
L. I. C., N. Y.
RADE, ALFRED
New Brunswick, N. J.
RADFORD, B. M.
Louisville, Ky.
RAIFFE, SEYMOUR C.
St. Louis, Mo.
RAMSDELL, RUSS G.
Linthicum, Md.
RAVREBY, ED
Boston, Mass.
RECHTSCHAFER, ABE
Hartford, Conn.
REDD, SI
Allston, Mass.
REID, LeBARON A.
Moncton, New Brunswick, Canada
REISSNER, CHARLES
Elizabeth, N. J.
RESNICK, IZZY
Hartford, Conn.
RESNICK, MAX
West Hartford, Conn.
RICE, MIKE
Oklahoma City, Okla.
RICHARDSON, JAMES
Clarksville, Tenn.
RIECK, LESTER C.
Chicago, Ill.
RINCKER, CHARLIE
Dallas, Tex.
ROBERTSON, GEORGE
Dallas, Texas
ROBILLARD, JIMMY
Montreal, Que., Can.
ROBINSON, CHAS. A.
Los Angeles, Calif.
ROBINSON, PHIL
Los Angeles, Calif.
ROCKOLA, DAVID C.
Chicago, Ill.
RODINS, BEN
Miami Beach, Fla.
ROOD, RON W.
Orlando, Fla.
ROSE, H. W.
Columbus, O.
ROSE, R. D.
Marietta, O.
ROSEN, DAVID
Philadelphia, Pa.
ROSEN, HARRY
New York, N. Y.
ROSEN, MARTIN
New York, N. Y.
ROSENBERG, HYMIE
New York, N. Y.
ROSENTHAL, HARRY
Pittsburgh, Pa.
ROSS, HARRY
New York, N. Y.
ROTH, MAX
Wilkes-Barre, Pa.
ROTHSTEIN, I. H.
Philadelphia, Pa.
RUGGIERO, JOHNNY
San Francisca, Calif.
RUGINIS, JOHN
Mt. Carmel, Pa.
RUGINIS, PETER
Mt. Carmel, Pa.
RYAN, B. H.
Nashville, Tenn.
RYMER, DALE
St. Louis, Mo.

S

SAGER, WILLIAM C.
Detroit, Mich.
SALYER, W. H.
St. Louis, Mo.
SAMUELSON, RAY T.
Salt Lake City, Utah
SANDERS, MAC
Los Angeles 6, Calif.
SANDLER, IRV
Des Moines, Ia.
SARGENT, QUAY
Hollywood, Calif.
SAUVE, ART
Detroit, Mich.
SAVARESE, JAMES J.
South Bend, Ind.
SCHAFER, WILLIAM L.
Bakersfield, Calif.
SCHATZ, EDDIE
Austin, Tex.
SCHLESINGER, AL
Poughkeepsie, N. Y.
SCHLESINGER, HARRY
Poughkeepsie, N. Y.
SCHLESINGER, SAM
Poughkeepsie, N. Y.
SCHNELLER, LENNY
Philadelphia, Pa.
SCHNELLER, NATE
Philadelphia, Pa.
SCHROEDER, SAM
Hartford, Conn.
SCHULTZ, OSCAR
Chicago, Ill.
SCHWARTZ, HAROLD
Chicago, Ill.
SCHWARTZ, HARRY S
Miami, Fla.
SCHWARTZ, SOL
Los Angeles, Calif.
SCOTT, JAMES
Huntsville, Texas
SEEBURG, MARSHALL
Chicago, Ill.
SEIDEL, TEDDY
Bronx, N. Y.
SEROKA, ED
Bloomsburg, N. J.
SHANNON, A. H.
Houston, Tex.
SHARKEY, HAROLD L.
Huntington Park, Cal.
SHARP, HOMER R.
Lexington, Ky.
SHAY, VINCE
Chicago, Ill.
SHEFTER, BERT
Los Angeles, Calif.
SHRIVER, REX
Chicago, Ill.
SILBERMAN, AL
Los Angeles, Calif.
SILVERSTEIN, HYMAN
Cleveland, O.
SILVERSTEIN, SOL
Baltimore, Md.
SIMON, ALBERT
New York, N. Y.
SIMON, JACK
Los Angeles, Calif.
SIMSON, E. L. J.
Grand Rapids, Mich.
SIRACUSE, ANTHONY
Dearborn, Mich.
SISKIND, HARRY
Brooklyn, N. Y.
SLIFER, O. L. (Bob)
Elizabeth, N. J.
SMITH, BEN
New York, N. Y.
SMITH, RALPH
New Orleans, La.
SNEARLY, TED
Marietta, O.
SNODGRASS, HARRY J.
Albuquerque, N. M.
SOLOMON, WOOLF
Columbus, O.
SPARKS, R. M.
Soperton, Ga.
SPIKES, OLIN E.
Auburn, Ala.
SPINACOP, FELICE
Beacon, N. Y.
SPROTT, JACK
Temple, Texas
STAMBAUGH, G. N.
W. Palm Beach, Fla.
STAMBAUGH, M. H.
W. Palm Beach, Fla.
STEED, F. H.
Clarksdale, Miss.
STEINBERG, DAVID M.
Newark, N. J.
STEINBERG, HARRY
Miami Beach, Fla.
STEINBERG, MORRIS
Miami Beach, Fla.
STERLING, BENJ., Jr.
Moosic, Pa.
STERN, DAVE
Elizabeth, N. J.
STERN, HARRY
Philadelphia, Pa.
STERN, SAM
Chicago, Ill.
STEVENSON, T. B.
Dallas, Texas
STEWART, SID
Salt Lake City, Utah
STYERS, T. R.
Winston-Salem, N. C.
SWARTZ, BEN
Brookline, Mass.
SWARTZ, GEORGE
Brookline, Mass.
SWARTZ, HARRY
Brookline, Mass.
SWARTZ, JACK
Brookline, Mass.
SWARTZ, PHIL
Brookline, Mass.
SWARTZ, FRANK
Nashville, Tenn.
SYDAH, GEORGE
Akron, Ohio

T

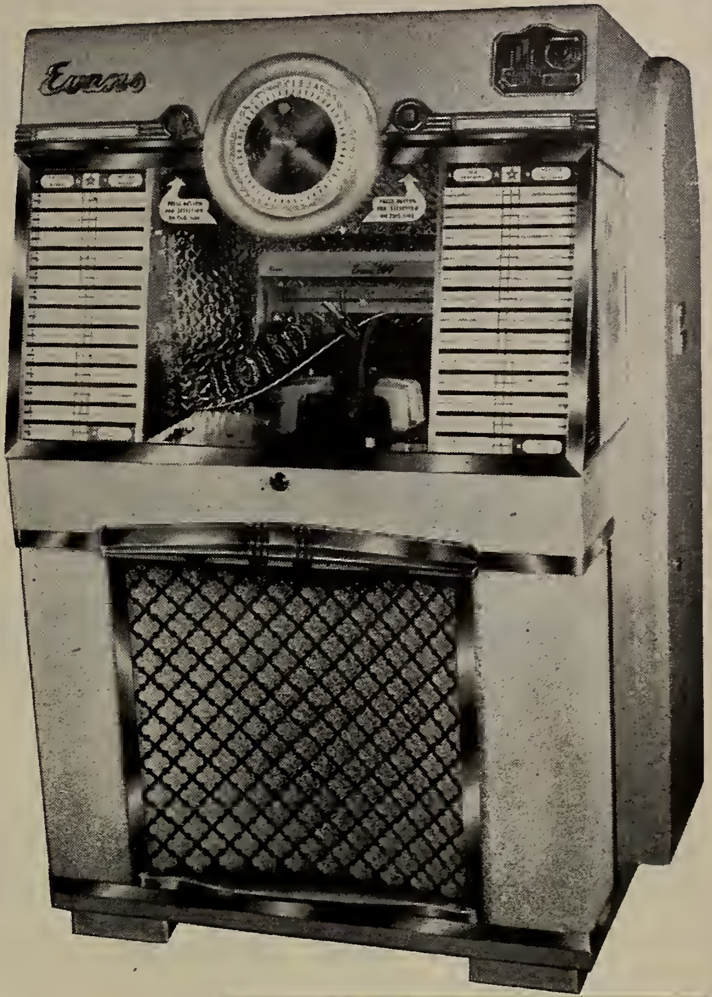
TAKSEN, LEON
Harrisburg, Pa.
TARAN, SAM
Miami, Fla.
TARTAGLIA, PAUL
Portchester, N. Y.
TARTAGLIA, JOHN S.
Port Chester, N. Y.
TARTAGLIA, LOUIS
Port Chester, N. Y.
TARTAGLIA, MIKE J.
Port Chester, N. Y.
TAYLOR, HERSCHEL
Belleville, Ill.
TAYLOR, PAUL L.
Tulsa, Okla.
TETTING, WALTER C.
Oconomowoe, Wis.
THURKETTLE, P. A.
Toledo, O.
TIGERMAN, AL R.
Chicago, Ill.
TOCE, FRANK
Lake Charles, La.
TOLISANO, JAMES
Hartford, Conn
TRATSCH, WALTER
Chicago, Ill.
TRIPPE, CARL
St. Louis, Mo.
TRUCANO, TONY
Deadwood, S. D.
TRUPPMAN, OZZIE
Miami, Fla.
TURCOTTE, JOHN B.
Williamsett, Mass.
TUREK, FRED
Pontiac, Mich.

V

VARTEN, ASPET L.
New York, N. Y.

W

WALDMAN, FRANK
St. Louis, Mo.
WALDOR, LEO
Newark, N. J.
WALDOR, SAM
Newark, N. J.
WALLACE, "RED" J. A.
Oak Hill, W. Va.
WARWICK, LOYD R.
Chattanooga, Tenn.
WEAVER, HERB
Baltimore, Md.
WEBSTER, WILLIAM A.
Marianna, Fla.



NEW! ALL THE WAY THRU!

EVANS'

HOLIDAY

100 SELECTIONS • 45 RPM

- NEW! . . . PANORAMIC SOUND DISTRIBUTION!
- NEW! . . . HIGH FIDELITY AMPLIFIER AND SPEAKER!
- NEW! . . . CIRC-O-MATIC SELECTOR!
- NEW! . . . FABULOUS BEAUTY!
- NEW! . . . RAINBOW EXTRAVAGANZA LIGHTING!
- NEW! . . . MODERN CABINET SIZE!
- NEW! . . . COLORFUL INTERIORS AND INCREASED VISIBILITY!

PREMIERE SHOWING
MOA CONVENTION
PALMER HOUSE
SUITES 848-849

H. C. EVANS & COMPANY
1556 W. CARROLL AVENUE
CHICAGO 7, ILLINOIS

MEMBERSHIP OF THE 20 YEAR CLUB

(AS OF MARCH 5, 1954)

WEDEKIND, W. H.
W. Palm Beach, Fla.
WEDEWEN, H. E.
Cleveland, O.
WEILER, IRVIN
Kansas City, Mo.
WEINBERGER, JOE
Cincinnati, O.
WEINBERGER, LEO
Louisville, Ky.
WEINBERGER, SAM
Indianapolis, Ind.
WEISMAN, SAMUEL A.
Baltimore, Md.
WELSH, T. M.
New Orleans, La.
WELSH, S. P.
Okmulgee, Okla.
WESTERHAUS, JOE
Cheviot, O.
WHITBECK, MANNING
Schenectady, N. Y.
WHITBECK, OGDEN
Schenectady, N. Y.
WHITCOMB, W. L.
Jacksonville, Fla.
WILBORN, W. O.
Mineral Wells, Texas
WILLENS, LEO
New York, N. Y.
WILLIAMS, CHARLES H.
Jackson, Tenn.
WILLIAMS, JOHN E.
(JOHNNY)
Houston, Texas
WILLIAMS (Buster) R.E.
Memphis, Tenn.
WILLIE, HENRY
Kansas City, Kans.
WILLIS, KEN C.
Miami, Fla.
WILSON, K.
Shreveport, La.
WITALIS, A. W.
Cleveland, Ohio
WOHLMAN, SOL
New York, N. Y.
WOLBERG, SAMUEL
Chicago, Ill.
WOLBURST, SIDNEY A.
Newton, Mass.
WOLCHER, LOU
San Francisco, Calif.
WOLLMAN, MURRAY
New York, N. Y.
WOLFE, SIMON
Jacksonville, Fla.
WOOD, (ART) WM.
St. Louis, Mo.
WOOD, O. C.
Andalusia, Ala.
WOODS, W. M. (BILL)
Boise, Idaho
WRENN, GEORGE
Dallas, Tex.
WRIGHT, BUDGE
Portland, Ore.
WURGLER, ED R.
Buffalo, N. Y

Y

YEAGER, JACK W.
Houston, Tex.
YEARY, FRANK
Goeburn, Va.
YEO, P. M.
Grand Rapids, Mich.
YOUNG, JOE
New York, N. Y.

Z

ZAMORE, MORTON M.
Brooklyn, N. Y.
ZEICHNER, HENRY
New York, N. Y.
ZEICHNER, MOE
New York, N. Y.
ZELLES, SAM
Shaker Hgts., Ohio
ZORNISKY, HYMIE
Omaha, Neb.

Music Guild Of Nebraska To Hold Quarterly Meet March 20 and 21

OMAHA, NEB.—Howard N. Ellis, secretary and treasurer of the Music Guild of Nebraska, advises that the dates of their next quarterly meeting is at the Youth Club, Kearney, Nebraska, on March 20 and 21.

The meet will start Saturday evening, March 20, with the business portion to take place on Sunday afternoon, March 21.

Discussions will cover Public Relations Program, and a report will be made to the membership on the highlights of the MOA national convention.

As a part of the organization's public relations program, a juke box will be presented to the Kearney Youth Club.

REPLACEMENT PLASTICS and BUBBLER TUBES
For Wurlitzer and Seeburg Phonographs
CYLINDER RAINBOW COLOR PLASTICS for Wurlitzer 1015 & 1100. . .50¢ Per Sheet
We have the best reconditioned phonos in the country—write!
KOEPPEL DISTRIBUTING CO. 629 Tenth Ave., New York 36, N. Y.
(Tel.: Circle 6-8939)

Chi Again Convention Town

CHICAGO — MOA's conventioneers found this town one of the friendliest, and also one of the most entertaining, as they arrived beginning this past week.

They will find it just as friendly all this week.

Manufacturers and distributors here, especially, have gone out of their way to put out the "welcome" mat for all the MOA conventioneers.

At the same time, the greater majority are giving "open house parties," and are asking all attending the Music Operators of America convention to visit their quarters here and to "prowl about the factories."

Entertainment has been the outstanding feature every evening. The well known sales forces of the various factories as well as distributors have been showing visitors what Chicago looks like after dark.

It seems that Chicago has again become the "convention town," like it used to be when the "big shows" were being held here each year.

Many coinmen have availed themselves of the opportunity to visit here for the first time in many months. Their usual statement being that they waited for the MOA convention before coming here.

FOREIGN BUYERS!

It's smart to do business with THE firm that does the most for YOU.

At International Amusement and Scott-Crosse foreign buyers receive the world's most complete coin machine service. We understand how to solve your problems from personal experience . . . know what equipment you need to meet your particular requirements and know how to get it to you on time in perfect working condition. This is why we have satisfied customers everywhere.

CABLE for Special Price Lists.
Parts and Service Manual available.

INTERNATIONAL AMUSEMENT COMPANY
1423 SPRING GARDEN STREET
PHILADELPHIA 30, PA. (Tel. RI 6-7712)

SPECIAL SALE!
STATLER rebuilt 8 Column CIGARETTE —and 9 Column COOKIE Machines . . $39.50 EACH
Supreme Distributors, Inc.
416 S. W. 8th AVE., MIAMI 37, FLA.

CONGRATULATIONS

and

BEST WISHES

to the

MOA

CONVENTION

MINTHORNE MUSIC COMPANY

Jean and Dolores

Exclusive Seeburg Distributors

- Los Angeles
- Beverly Hills
- Palm Springs
- Phoenix

NEWS that's UP-TO-THE-MINUTE
REVIEWS of the LATEST RECORDS
CHARTS compiled EVERY WEEK
ADS from LEADING RECORD FIRMS,
ARTISTS and PUBLISHERS
Every Week In

THE CASH BOX

ALL FOR ONLY $15. PER YEAR

(52 ISSUES)

THE CASH BOX
26 West 47th Street
New York 36, N. Y.

Please enter our subscription for 1 year (52 issues) at $15. Enclosed Our Check ☐ Please Send Us A Bill ☐

FIRM NAME ....

ADDRESS ....

CITY .... ZONE ...... STATE ....

Individual's Name ....

THRU THE COIN CHUTE

CALIFORNIA CLIPPINGS

LOS ANGELES

Everyone sends greetings to the MOA Convention in Chicago. . . . Auto Photo Company will be represented at the show with an exhibit of its equipment. **Van Nattan**, sales manager for the firm, left early in order to spend a few days in Memphis on business before heading for the big event. Before leaving he announced that they are now bringing out their own portrait film and chemicals which are designed specifically for their equipment. Enough film and chemicals for one machine will be put up in two separate packages under the Auto-Photo label. The chemicals will contain only top grade materials and will be economically priced. Two shipping points have been set up for the convenience of the operator. The film will be shipped from Cleveland and Los Angeles and the chemicals may be purchased through Chicago or LA. . . . **Charley Robinson**, prexy of C. A. Robinson & Co., is a guy that's full of surprises. A couple of weeks ago he surprised us all with the announcement that he had taken over distribution for Southern California on the new "Zipper Skill" counter game. Now Charley has United's new "Team" Shuffle Alley. The game allows for six players to play in two teams of three players each. Total score of each team is recorded on backboard. Charley says that things have been so busy that they have had to use the sidewalk for a workshop on several different occasions. . . . **Aubrey Stemler**, Western representative for Eastern Electric, is off again on a trip through San Diego, The Imperial Valley and San Bernardino. He says that its no problem selling the new "Electro" cigarette vendors. All he has to do is get around and show them. . . . Orchestra leader **Ralph Flanagan** was seen in at Badger Sales Company this past week posing for pictures around an AMI. **Al Silberman** is arranging to have photos taken with several artists and celebrities for publicity purposes. **Fred Gaunt** says that so many operators come in from out of town that he still has a hard time keeping track of them all. . . . No one has to look at the calendar to tell that Spring is just around the corner. All they have to do is drive along West Pico and see all the store fronts that are getting coats of bright new colors. Bard Distributing Company and Paul A. Laymon Company are just a few places that are sporting new paint jobs. . . . **Jack Simon**, prexy of Simon Distributing Company, really has problems. He recently received an order for some used phonos from the Orient, along with a request to send along some Chinese records. Jack has been checking around all over LA and has traced down all types of foreign record except Chinese. If anyone can help him **he'll be mucho** grateful. . . . **Jean and Dolores Minthorne** recently returned from a trip to their Palm Springs office. While there they appointed **Joe Trickak** as manager. Joe formerly worked out of the Los Angeles Minthorne showrooms. They also announced the purchase of a fleet of trucks and station wagons which will be used by their personnel in the sales and service departments. **Mr. and Mrs. John Reece** of Phoenix were recent week-end guests of the Minthornes. Reece is in charge of the Phoenix showrooms. . . . **Jack Angel** of Herald Records, **N. Y.**, was in visiting Sam **Ricklin** at California Music Company along with Sid Talmadge and **Ray Stein** of Record Merchandising. . . . While **Paul and Lucille Laymon** attend the MOA Convention in Chicago **Ed Wilkes**, **Charley Daniels** and **Jimmy Wilkens** keep things humming at the Laymon establishment. The demand for the Bally "Ice-Frolics" has far surpassed all expectations throughout Southern California. Charley states that sales on the new game have been exceptional ever since its introduction. All the Laymon crew have been extra busy taking inventory along with keeping up with all the activity. . . . **Al Shifrin** is now in business for himself modernizing old shuffle games at 3518 West Pico. He works over all types of equipment giving them all the features of newer games such as ten frames, match play and double scores. With Al's many years of experience he certainly has the know how. . . . **Phil Robinson** has received word that the Chicago Coin factory will soon start shipping out their new six player "Home Run" Baseball Game. All local operators are anxiously waiting to see the first samples of Chi-Coin's latest creation. . . . Since there isn't a Rock-Ola distributor for Southern California now everyone along coin-row wonders who will take up the line. . . . There's still a lot of talk about vacations down at Leuenhagen's Record Bar. Mary and Kay Solle are still planning for that week-end outing they'll take to Las Vegas sometime this month. . . . Western star **Jim Reeves** was seen along the boulevard visiting LA's two leading one-stops. He has a brand new Abbott release titled "Echo Bonita." . . . Missed **Lyn Brown** again. He's definitely the hardest guy in town to catch in his office. . . . Haven't seen that super dooper calendar that **E. E.** Peterson was going to send up to me from San Diego. What happened? . . . Caught **Lee Walker** and **Frank Thompson** going up and down West Pico taking care of business. . . . **T. H. Loo** drove all the way in from El Centro again. He's getting to be a regular visitor along coinrow. **Cam Hathaway** drove down from Ventura and **Clyde Tomlinson** dropped in from Visalia. **Stewart** Metz of the S. & A. Novelty Co., San Bernardino, came in to take care of business. Other out of town visitors included **Milton Noriega**, Colton; **Gary Thompson**, Long Beach; **Henry Gerwin**, Culver City; and **Kenneth Wolf**, San Diego. . . . Walt Levi was seen scooting along the Pico Strip getting his new route in order. . . . **Ben Chemers** has been appointed the new Business manager of the California Music Guild, Los Angeles division. The next meeting will be held on March 31st. Everyone is urged to attend. If you are not already a member but would like to join see **Gabe Orland** at California Music Company.

CLASSIFIED ADVERTISING SECTION

CLASSIFIED AD RATE
10 CENTS PER WORD

Count every word including all words in firm name. Numbers in address count as one word. Minimum ad accepted $1.00. CASH OR CHECK MUST ACCOMPANY ALL ORDERS FOR CLASSIFIED ADVERTISING. If cash or check is not enclosed with order your classified ad will be held for following issue pending receipt of your check or cash.

Notice to holders of "Special ($48) Subscription": You are entitled to a free classified ad in each week's issue containing no more than 40 words, which includes your firm name, address and telephone number. All words over 40 will be charged to you at the regular rate of 10c per word. Please count words carefully.

ALL CLASSIFIED ADVERTISING CLOSES WEDNESDAY NOON AT The Cash Box, 26 W. 47th St., New York 36, N. Y.

WANT

WANT—New and used records. Can be up to 6 months old. No quantity too large or small. Write us list. We pay freight. DIXIE RECORD SHOP, 259 WEST 42nd ST., NEW YORK 36, N. Y. Tel.: WIsconsin 7-0830.

WANT—Bally Beach Clubs, Beautys, Frolics, Palm Beaches, and Dude Ranches. We pay the highest prices in the Middle-West for games in good condition. T & L DISTRIBUTING COMPANY, 1663 CENTRAL PARKWAY, CINCINNATI 14, OHIO. Tel.: MAin 8751.

WANT—45 RPM Records, new or used. No quantity too large or small. Highest prices paid. Write stating quantity on hand. TONY GALGANO, GALGANO DIST. CO., 4142 W. ARMITAGE, CHICAGO 39, ILL. Tel.: DIckens 2-7060.

WANT—New and used records. Highest prices paid for 78's and 45's. No quantity too large or too small. We buy brand new LP's (33 1/3 RPM) in quantity. Write or phone. FIDELITY DISTRIBUTORS, 666 10th AVE., NEW YORK 36, Tel.: JUdson 6-4568.

WANT—Your used or surplus records all speeds. 45's our specialty. We buy all year round and pay top prices. No lot too large or too small. No more than 10% blues. We pay freight. BEACON SHOPS, 821 NO. MAIN STREET, PROVIDENCE, R. I. Tel.: UNion 1-7500.

WANT—A. M. I. 40, 80, 120 selection equipment — Phono, Hideaways, Steppers, Wall Boxes, Bar Brackets. Seeburg 100 A & B. Scales, Arcade equipment, 1c and 5c Vendors, Bally Futuritys, 1953 Pin Games. Write stating condition, number, model, and prices. THE ST. THOMAS COIN SALES, ST. THOMAS, ONTARIO, CANADA. TEL.: 2648.

WANT—Bright Spots, United Showboat, United Circus, late Gottlieb 5 Ball free play games, Seeburg Model B & C's 45's. State quantity, price, and condition in first letter. NOBRO NOVELTY CO., 538 BRYANT ST., SAN FRANCISCO 7, CALIF.

WANT—We pay top price for used records from 3 to 6 months old. Pop, Race, Calypsos, Spirituals, Ruth Wallis, Mickey Katz, 45 r.p.m., 78 r.p.m. We pay freight. C & L MUSIC CO., 11 BAYBERRY RD., FRANKLIN SQ., L. I., N. Y. Tel.: TIlden 4-9040.

WANT—Tubes: 2051; 2050; 70L7; 2A4; 2A3; 5V4; 6L6; 6N7; 6L7; 6V6 metal; 6X5 metal. Will pay $40 hundred. Must have minimum quantity 50 of a type. Have you other types in quantity? LEWIS ELECTRONICS, 3449 NO. ELAINE PL., CHICAGO, ILL.

WANT—For resale—Mills Peek Panorams, Used Rock-Ola and National 22 foot Shuffleboards, Electric Scoreboards, Four Poses Photomatic late models. Quote your best price, condition first letter. STANLEY AMUSEMENT COMPANY, 1523 BROADWAY, TACOMA, WASHINGTON. Tel.: BRoadway 3663.

WANT—Show Boats, Circuses, and Wurlitzer 1500. Chicago Coin six player alleys, United four player alleys, United six player alleys. GOLDEN GATE NOVELTY CO., 701 GOLDEN GATE AVENUE, SAN FRANCISCO 2, CAL. Tel.: MArket 1-3967.

WANT — Latest model cigarette machines. Can also use Cole, Super-Vend and other drink dispensers, also want hot coffee vendors. Please give quantity, model numbers, condition and price wanted in first letter. Write full details to: BOX NO. 1010 c/o THE CASH BOX, 32 W. RANDOLPH ST., CHICAGO 1, ILL.

WANT—From all over the world! Literature on any machine that takes coins and sells anything—amusement, drinks, Bromos, fortunes, Pocket Books, cigarettes 25 2c each, aspirin at 5c each, single band-aids, newspapers. WITHAM ENTERPRISES & ASSOCIATES, 20-22 CUNNINGHAM AVENUE, GLENS FALLS, NEW YORK.

WANT—United Classics, Bally Broadways, all Post-war Wurlitzers, AMI, Rock-Ola, and Seeburgs. Quote lowest prices and quantities. CLEVELAND COIN MACHINE EXCHANGE, INC., 2021-2029 PROSPECT AVENUE, CLEVELAND 15, OHIO. Tel.: 1-6715.

WANT — Williams' DeLuxe Baseball, late; Grandmothers, Exhibit Guns, Seeburg Bears, Mutoscope Voice-O-Graphs, ChiCoiu Basketballs, and any other late arcade machines. Give price and condition in first letter. ECONOMY SUPPLY CO., 579 TENTH AVE., NEW YORK, N. Y. Tel.: CHickering 4-8628.

WANT—Phonograph records made before 1940; any quantity or dealer stock; $150 to $300 per thousand; will inspect if required. Some labels wanted are Brunswick; Victor; Vocalion; Paramount; Gennett; Bluebird; Champion. JACOB S. SCHNEIDER, 128W. 66th STREET, N. Y. C.

WANT—Frolics and Beach Clubs. Send us your lowest price. H & H MUSIC, 1626—3rd AVENUE, MOLINE, ILLINOIS.

WANT—All types of post-war flipper five ball games in any quantity. Give names, condition they are in, price wanted, and when ready to ship. INTERNATIONAL AMUSEMENT CO., 1423 SPRING GARDEN STREET, PHILADELPHIA, PA.

CLASSIFIED ADVERTISING SECTION

WANT—Used 45 r.p.m. selective Ristaucrat and Hit Parade Midget Juke Boxes. Write: SILVER, 599 WEST 176th STREET, NEW YORK, N. Y.

WANT—Any quantity post-war Wurlitzer Phonographs, Models 1100, 1250, and 1400. Also Seeburg M100—78 and 45. Wire, write, or phone: BUSH DISTRIBUTING COMPANY, 286 N. W. 29th ST., MIAMI, FLORIDA.

WANT—Can use late Bally or United Bingo Machines and 100 selector Seeburg Music Boxes. Best Prices. DAN STEWART COMPANY, 140 E. 2nd SOUTH, SALT LAKE CITY, UTAH. Tel.: 22-2473.

WANT — For Export—Wurlitzer 1015's, 1400's, 1450's. Evans Constellations. Seeburg Factory Distributors. Telephone collect: DAVIS DISTRIBUTING CORP., 725 WATER STREET, SYRACUSE, NEW YORK. Tel.: 75-5194.

WANT—All late model phonographs. Quote best prices. Will pick up within a radius of 300 miles. KOEPPEL DISTRIBUTING CO., 629 TENTH AVENUE, NEW YORK 19, N. Y.

FOR SALE

FOR SALE—One Stop Record Service. Any record, any label, 5c over wholesale. Free title strips. New accounts 1/3 deposit with all orders. RAYMAR SALES CO., 170-21 JAMAICA AVE., JAMAICA 32, N. Y. Tel.: OLympia 8-4012-4013.

FOR SALE—Special! United Tahitis, used 30 days, $340 each. Also Bally Palm Springs, Dude Ranches, Beach Clubs, Beautys, and Yacht Clubs. If interested, write, wire or call. NEW ORLEANS NOVELTY CO., 115 MAGAZINE STREET, NEW ORLEANS, LOUISIANA. Tel.: CAnal 8318.

FOR SALE—5 AMI A's @ $175 each; 5-10c AMI Wallboxes @ $15.50 each. MUSIC DISTRIBUTORS, INC., 213 FRANKLIN STREET, FAYETTEVILLE, NORTH CAROLINA.

FOR SALE—Largest stock in the world of Kiddie Rides, completely reconditioned. Will accept trades. WANT—Will trade Kiddie Rides or pay cash dollars for Wurlitzer 1500's, 1400's, 1250's. Authorized United, Bally, AMI Distributor. REDD DISTRIBUTING COMPANY, INC., 298 LINCOLN STREET, ALLSTON 34, MASS.

FOR SALE—Reconditioned Wurlitzers: 1250's $375; 1100's $250; 1015's $125; 1080's $125; Seeburgs 146M $115; 147M $135; 148M $250; Packard Manhattan's $75; Packard Sevens $50; Wall Boxes 3-W-2 L 56's $10; W6L 56—5, 10, and 25c Boxes $22.50. O'CONNOR DISTRIBUTORS, INC., 2320 W. MAIN ST., RICHMOND, VA.

FOR SALE—United Bowlers 5 Play Formica Top $200; Six Play $235; DeLuxe $300; Super $325; Official $300; Thunderbolt Horses $350; Edelco 2 Play Bowlers $175; 1100 Wurlitzer $300; Genco 8 Player $145; United Slugger $60. MOUNTAIN DISTRIBUTORS, 3630 DOWNING STREET, DENVER, COLO. Tel.: AComa 8518.

FOR SALE—ABC $20; 4-750 Wurlitzer $25 each; Classic $15; Knockout $20; Buccaneer $20; Minstrel Man $25; Sea Jockey $50; Just 21 $15; Zingo $25. AUTOMATIC MUSIC CO., 703 MAIN STREET, BRIDGEPORT, OHIO. Tel.: 750.

FOR SALE—We are Exclusive Distributors in Michigan for AMI, American Shuffleboard, Bert Lane, Chicago Coin, Exhibit, Keeney, Genco, Gottlieb, Williams, and Victor Vending. MILLER-NEWMARK DISTRIBUTING CO., 42 FAIRBANKS ST., N. W., GRAND RAPIDS, MICH. Tel.: GLendale 6-6807 and 5743 GRAND RIVER AVE., DETROIT 8, MICH. Tel.: TYler 8-2230.

FOR SALE—Brite Lites $75; Brite Spot $95; Spot Lite $90. Beach Club Dude Ranch, Palm Springs, write. ALLIED DISTRIBUTING CO., 786 MILWAUKEE AVE., CHICAGO, ILLINOIS.

FOR SALE—Twenty Grand $95; Silver Skates $80; Hong Kong $75; Starlight $125; Quintettes $150; C. O. D. $200; Deluxe World Series $200. CENTRAL DISTRIBUTORS, 2315 OLIVE STREET, ST. LOUIS 3, MISSOURI. Tel.: GEneva 0972.

FOR SALE—United Alleys—Classic $375; Clover $295; Williams DeLuxe World Series $125; Williams DeLuxe Baseball $275; Royal or Imperial $435 each. MOHAWK SKILL GAMES CO., 67 SWAGGERTOWN ROAD, SCHENECTADY 2, NEW YORK.

FOR SALE — Close Out! All Games with Formica and Large Pins. No reasonable offer refused. United Twin, United 4 Player, United 5 Player, United 6 Player, United 6 Player DeLuxe, United Super. Make your own offer on individual games. AMERICAN VENDING COMPANY, 2684 CONEY ISLAND AVE., BROOKLYN 35, NEW YORK. Tel.: DEwey 2-9602.

FOR SALE—United Imperials, Bally Palm Springs, Dude Ranches, Beach Clubs, and Beautys. One Owner. Ready to ship. GLOBE DISTRIBUTING CO., 1623 NORTH CALIFORNIA AVE., CHICAGO 47, ILL. (Tel.: ARmitage 6-0780) Coin Changers, Counters, and Wrappers.

FOR SALE — Premium merchandise for coin machine prizes. Over 3,000 articles carried in stock. Write for complete wholesale descriptive price list today. (Established 1932). HASTINGS DISTRIBUTING CO., 6100 BLUEMOUND ROAD, MILWAUKEE 13, WISC. Tel.: Bluemound 8-7600.

FOR SALE—United Clover Bowlers $325; Atlantic City $175; Palm Beach $175; Frolics $185; Yacht Club $245; Beach Club $350; Dude Ranch $395; Bally Futuritys $75; Genco Jumping Jacks $130. MICKEY ANDERSON, 314 EAST 11th STREET, ERIE, PENNSYLVANIA. Tel.: 2-2894.

CLASSIFIED ADVERTISING SECTION

FOR SALE—Five Ristraucrat Machines (Model S-45), 12 record Select-O-Matic, in excellent condition, 6 months old, will accept first reasonable offer. BERRY MUSIC, 1108 BELFORD, OKLAHOMA CITY, OKLAHOMA.

FOR SALE—1 Seeburg Sicum Unit, perfect condition, $250; 2 Genco Sky Gunner, brand new; Ajax Cigarette Machines, brand new, closeout; 1 Poolette Pool Table $50; 1 Keeney 2-Player Attachment for Shuffleboard. LIEBERMAN MUSIC COMPANY, 257 PLYMOUTH AVENUE NORTH, MINNEAPOLIS, MINN.

FOR SALE—21 Chrome Buckley wall boxes like new, master keyed, $35 for the lot f.o.b. Dallas, Texas. AMI Distributor. STATE MUSIC DISTRIBUTORS, INC., 3100 MAIN STREET, DALLAS, TEXAS.

FOR SALE — Extremely low priced deal on brand new 5c Hot Nut Machines, $12.50 each, terms 1/3 deposit, balance sight draft. Slug proof, white enamel finish, 6 lb. cabinet. Finest guaranteed phonographs. SEACOAST DISTRIBUTORS, INC., 1200 NORTH AVE., ELIZABETH. N. J. (Tel.: BIgelow 8-3524) and 594 TENTH AVE., NEW YORK, N. Y. (Tel.: BRyant 9-4684).

FOR SALE—3020 Wallboxes $19:50; 3W5-L-56 Wallboxes, $18.50; 146M or S $89.50; 147M or S $99.50; 1422 Rockola $69.50; 1426 Rockola $89.50. W1-L-56 5c Wallboxes and Packard Pla-mor $4.95. CENTURY DIST. INC., 1221 MAIN STREET, BUFFALO 9, N. Y.

FOR SALE—Wurlitzer Bar and Wall Boxes—3020's $10; 3031's $5; 2140's $5. Steppers and Master units; inquire. 1017's $75 including stepper. HENRY C. KNOBLAUCH & SONS, 51 WARREN ST., GLENS FALLS, NEW YORK.

FOR SALE—Model A Seeburg $395; Model C Seeburg $715; Wurlitzer 1250, $275; Wurlitzer 1100, $190; Wurlitzer 1015, $85. UNITED DISTRIBUTORS, INC., P. O. BOX 1995, 513 E. CENTRAL, WICHITA 2, KANSAS.

FOR SALE — 25 Winners like new, cleaned and guaranteed, few new, $75 each or will trade. What have you? WESTERN DISTRIBUTORS 3126 ELLIOTT AVE., SEATTLE 1, WASHINGTON.

FOR SALE—All machines 20% off high CASH BOX prices. Wurlitzers, 1250, 1100, 1400. Spot Light, Bright Spot, Bright Light, Atlantic City, Stars, Coney Island, Zingo, Skee Rolls, Shuffle Alleys, Flipper Pin Games, Super World Series, Guns. V. YONTZ SALES CO., BYESVILLE, OHIO.

FOR SALE—America's finest reconditioned phonographs and music accessories. Everyone of our reconditioned machines guaranteed beautiful condition regardless of price. Tell us what you need. Get our prices before you buy. ANGOTT DISTRIBUTING CO., INC., 2616 PURITAN AVENUE, DETROIT 21, MICH. Tel.: UNiversity 4-0773.

FOR SALE—Chi-Coin Bowling Alleys $55; Seeburg Guns $75; Lite League $49.50; Deluxe Bowler $34.50; and many other values. COIN AMUSEMENT GAMES, 1144 E. 55th ST., CHICAGO 15, ILL.

FOR SALE—100 Used Peanuts & Gum Ball machines plus all parts and globes $300 for lot. Long Beach, very clean, $65; Team Hockeys (United) $40; United Super 6 Pl. Alleys $159.50; Keeney's 4 Pl. League Fly Pins $59.50. F.O.B. St. LOUIS. ½ deposit. REEL DISTRIBUTING CO., 4910 NATURAL BRIDGE AVE., ST. LOUIS 15, MO.

FOR SALE—Contact us before you buy. We carry all types of coin machines. Largest Central Pennsylvania distributor for United, Universal, Chicago Coin, Keeney and Bally. WILLIAMSPORT ELECTRONIC & TELEVISION CO., 233 W. 3rd STREET, WILLIAMSPORT, PA. Tel.: 2-3326 or 2-1648.

FOR SALE—Wurlitzer Bar Boxes 2140's; Wurlitzer Wall Boxes 3020's. Steppers and Master units. No reasonable offer refused. YOUNG DISTRIBUTING, INC., 599 TENTH AVENUE, NEW YORK, N. Y.

FOR SALE—Capco cleaner for glass, plastic, and chrome, trial size 70c, $3.95 a gallon. Crocus cloth 9 x 11 sheet 17c. Emery cloth 2/0, 9 x 11 sheet 17c. Lubriplate 35c a tube. Rosin core solder 95c a lb., 5 lb. roll $4.35. Rear frames rebushed model 700 & up, $2.50 each, lots of 5, $1.75 each. 1/3 deposit with order. Guaranteed. COVEN MUSIC CORP., 3181 ELSTON AVE., CHICAGO, ILL. Tel.: INdependence 3-2210.

FOR SALE—Can you afford 92c per week to get ahead and stay ahead of all competition? For only 92c per week you can have a 40-word ad in this section plus a free full year's (52 weeks) subscription to The Cash Box. "The 'Bible' of the Coin Machine Industry." Send your check for $48 today plus your first 40-word ad to: THE CASH BOX, 26 W. 47th ST., NEW YORK 19, N. Y. (Phone: JU 6-2640).

FOR SALE — Keeney High Score League $169.50; Williams DeLuxe Star Series $187.50; United 6 Way F. T. $149.50; United 6 Way DeLuxe $159.50; Domino $139.50; Spot Lite $119.50. LAKE CITY AMUSEMENT, INC., 4533 PAYNE AVENUE, CLEVELAND 4, OHIO. Tel.: HEnderson 1-7577.

FOR SALE—Ready For Location. Spot Lites $175; Coney Island $200; Atlantic City $300; Palm Beach $350; Frolics $350. ALLAN SALES, INC., 928 MARKET STREET, WHEELING, W. VA. Tel.: WHeeling 5472.

FOR SALE—Kirk Guess Your Weight Scales $125; new 1¢ Camera Chief $8; new Advance Peanut Machines $9; 50 Packard Wall Boxes $4.50; 30 Seeburg Wireless Boxes $5; Astroscope 10¢, like new, $200. HAROLD MATHENY, 560 W. DOUGLAS, WICHITA, KANSAS.

CLASSIFIED ADVERTISING SECTION

FOR SALE — Attention Exporters! 1015, 1100 Wurlitzers. D-40, D-80 AMI's. 100A Seeburgs. Rock-Ola Fireballs. This ad for wholesalers only. Write for prices. All equipment reconditioned. SHELDON SALES, INC., 881 MAIN STREET, BUFFALO 3, NEW YORK.

FOR SALE—2-1434 Rock-Olas with 14 50-selection boxes and 2 steppers $1,000. COPELAND DISTRIBUTORS, INC., 900 NORTH WESTERN, OKLAHOMA CITY, OKLA.

FOR SALE—Ten Dale Guns, uncrated, $200; Fifteen Dale Guns, uncrated, $300. These machines are just off location. Write PENNSYLVANIA VENDING CORP., 1822 CARSON ST. PITTSBURGH 3, PENNA.

FOR SALE—1 Control Tower $40; 3 Slugfest $55; 1 College Days $25; 1 Springtime $35; 1 Hayburner $50; 2 Knockout $25; 2 Pin Bowler $25; 1 Canasta $25; 1 Sharpshooter $25; 1 Double Shuffle $35; 1 Be Bop $25. AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA ST., EVANSVILLE 10, IND.

FOR SALE—All types reconditioned Coin Operated Games available at lowest prices. Write, wire, phone C. A. ROBINSON & CO., 2301 W. PICO BLVD., LOS ANGELES 6, CALIFORNIA. Tel.: DUnkirk 3-1810.

FOR SALE—Right off location. Good working order. 2 United Stars $100 ea.; 2 Bally Coney Islands $75 ea.; 2 Bally Bright Spot $95 ea.; 2 United Leader $90 ea. 1/3 deposit with all orders, balance C. O. D. TRI-STATE AMUSEMENT CO., 149 18th STREET, WHEELING, W. VA.

FOR SALE—Beautys $295; Atlantic City $175; Frolics $175; Bright Spots $115; Bright Lights $85; ChiCoin Crown Bowlers $325; Keeney 6 Players $125; ChiCoin Name Bowlers $225. UNIVERSITY COIN MACHINE EXCHANGE, 854 NORTH HIGH ST., COLUMBUS 8, OHIO. Tel.: UNiversity 6900.

FOR SALE—Buy AMI reconditioned from an AMI distributor. AMI-A, $150; B, $260; C, $300; D, $425; D80, $545. Budge Wright's guaranteed equipment. WESTERN DISTRIBUTORS, 1226 SW 16th AVE., PORTLAND, OREGON.

FOR SALE—Reconditioned Like New—Yacht Clubs $285; Beach Clubs $350; Beautys $325; Dude Ranch $465; Used Bally Champions $445; Used Space Ships $575. All guaranteed. Call, write, or wire: DONAN DISTRIBUTING CO., 5007 NO. KEDZIE AVE., CHICAGO 25, ILL. Tel.: JUniper 8-5211.

FOR SALE — Complete line of used phonographs, shuffle games, cigarette machines, all other equipment. Lowest prices. Best merchandise. One letter, wire, or phone call will convince you. Factory Representatives for United, Keeney, Bally. TARAN DISTRIBUTING, INC.,3401 N. W. 36th STREET, MIAMI 42, FLA. Tel.: 64-4864.

FOR SALE—Seeburg Wall Boxes—W6-L56 (5-10-25c) Wireless $20; 3W2-L56 (5c) 3-wire $7.50; W1-L56 (5c) Wireless $5. W. B. DISTRIBUTORS, INC., 1012 MARKET STREET, ST. LOUIS 1, MISSOURI. Tel.: CEntral 9292.

FOR SALE—All types used AMI, Wurlitzer, and Seeburg equipment. Clean and shopped, or as is. Factory Distributor for Seeburg. DICKSON DISTRIBUTING CO., 631 W. CALIFORNIA, OKLAHOMA CITY, OKLA. Tel.: REgent 6-3691.

FOR SALE—53 Cue-Balls, as is, $75 each; reconditioned, new tops, $150 each. Vicinity Northern Florida. 1/3 deposit, balance C. O. D. DAVE LOWY & CO., 592 TENTH AVE., NEW YORK, N. Y. Tel.: CHickering 4-5100.

FOR SALE—The finest used phonographs in all our history now available for immediate sale. Get our price on any phonograph you want before you buy. UNITED, INC., 4227 WEST VLIET ST., MILWAUKEE, WIS. Tel.: WEst 3-3224.

FOR SALE — United Stars $175; Quintette $140; Flying High $140; Marble Queen $195; Shindig $205; Minstrel Man $39; Mermaid $39; All Star Basketball $39; Seeburg 100 Wall Boxes and Brackets $90 each. Palm Springs, write. STARK NOVELTY CO., 2429 7th N. W., CANTON, OHIO.

FOR SALE—Reconditioned Like New—Bright Lights $80; Lite-A-Line $60; Hot Rods $35; Citations $35. Will buy Atlantic Citys. W. E. KEENEY MANUFACTURING COMPANY, 5229 SO. KEDZIE AVENUE, CHICAGO 32, ILLINIOS. Tel.: HEmlock 4-3844.

FOR SALE—We have a large stock of reconditioned Five Balls. One Balls, Bingo and Phonos. Write for list. WESTERHAUS CORPORATION, 3726 KESSEN AVENUE, CINCINNATI, O. Tel.: MOntana 5000-1-2.

FOR SALE — Reconditioned Model 1400 and 1450 Wurlitzers $475 each. COMMERCIAL MUSIC COMPANY, INC., 1501 DRAGON ST., DALLAS, TEXAS. Tel.: RIverside 6381.

FOR SALE—Bright Lights, A-1 condition, checked and cleaned, like new, $65. Wall Boxes, AMI 5 & 10, $15; AMI 5c, $2. Universal Twin Bowler $25; Lite-A-Line $35; Universal Star $25. H & H MUSIC, 1626—3rd AVE., MOLINE, ILLINOIS.

CLASSIFIED ADVERTISING SECTION

FOR SALE—Kiddie Rides in A-1 shape. Chicago Coin Super Jet $375; Atomic Jet $225; Bally Champion $515; Phone: HArtford 6-3583. RELIABLE COIN MACHINE CO., INC., 184 WINDSOR STREET, HARTFORD, CONN.

FOR SALE—Spot Lites $75; Frolics $200; Beach Clubs $350. TOLEDO COIN MACHINE EXCHANGE, 814 SUMMIT ST., TOLEDO, OHIO. Tel.: OLive 2800.

FOR SALE — Bingo Games — Music Boxes—6 Player Bowlers—One-Five Ball Games—Cigarette Machines—Vending Machines. All equipment reconditioned and refinished and ready for location. Call—write for your needs. PARKWAY MACHINE CORP., 715 ENSOR ST., BALTIMORE 2, MD. Tel.: EAstern 7-1021.

FOR SALE—Reconditioned phonos—ready for location: AMI A; AMI C; AMI D-40 and D-80; Rock-Ola Fireball 45 rpm: Seeburg M 100A; Wurlitzer 1500. Write for low prices. RUNYON SALES COMPANY, 593 TENTH AVE., NEW YORK, N. Y. or 221 FRELINGHUYSEN AVE., NEWARK, N. J.

FOR SALE—All games reconditioned. Across The Board $75. Following Games $35, 3 for $100: Turf King, Winner, Williams Nifty, Pinky, Sweetheart, Rag Mop, Georgia, CC Play Ball, Thing, Exhibit Tumbleweed, Morocco, Gottlieb Watch My Line. J. ROSENFELD COMPANY, 3220 OLIVE ST., ST. LOUIS 3, MISSOURI. Tel.: OLive 2800.

FOR SALE—One Stop Record Service. Large stock of major, independent 45's, 78's. Popular, Rhythm, Blues. We ship anywhere at cost plus 5c per record. LOMBARDI RECORD SHOP, 2827 W. MADISON ST., CROWN RECORD SHOP, 3747 W. CHICAGO AVE., CHICAGO, ILL. Tel.: SAcramento 2-5050.

FOR SALE — All machines 20% off high CASH BOX prices. Wurlitzers 1015, 1100, 1250. Rockolas 1422, 1426. AMI Model C. Seeburgs 146, 147, 100A. Phone STerling 87515 or Write: DIXON DISTRIBUTING CORP., 3808 SOUTHERN BLVD., YOUNGSTOWN, OHIO.

Notice!

YOU CAN SAFELY SEND DEPOSITS TO ADVERTISERS IN "THE CASH BOX"

Your Deposit Is GUARANTEED

AS LONG as you are a paid up subscriber to 'The Cash Box', at the time you answer any advertisement that appears in The Cash Box', where the advertiser requires that you must send a deposit to obtain the merchandise advertised, your deposit up to $100.00 is guaranteed by 'The Cash Box'. This is " 'The Cash Box' Free Deposit Insurance Plan". An exclusive and original feature of 'The Cash Box' only. Should you lose your deposit in fraudulent manner immediately write:

THE CASH BOX

26 West 47th Street, New York 19, N. Y.

FOR SALE—Silver Chest, like new, $275; Golden Nugget $125; Jumping Jax $90; Genco 400, $80; Dale Gun $60; Chicago Coin Pistol $95; Mutoscope Sky Fighters $125; Chicago Coin 4 Player Derby $225; Big Branco, very clean, $495; Evans Horse Race Wheel, write; Chicago Coin Super Jet, used, $495; Metal Typer, very clean, $345; Pop Corn Sez $49.50; Funny House Mirrors, write; Jungle Joe $150; Genco Sky Gunner, like new, $285; Chicago Coin Band Box (New) $225. Shuffle Alleys—United 4 Player Formica Top $85; United 5 Player Formica Top $100; United 6 Player Formica Top $115; United 6 Player De Luxe $135; United 6 Player Super $195; United 10th Frame $285; United 10th Frame (Matched) $300; United Cascade $325. Bingos—Bally Spot Lite $135; Bally Bright Spot $150; Bally Frolics $225; Bally Atlantic City $250; Bally Palm Beach $275; Bally Beauty $360; Keeney Lite-A-Line $65; Williams Long Beach $139.50; United ABC $50; Universal 5 Stars $49.50. MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND 14, OHIO. Tel.: SUperior 1-4600.

MISCELLANEOUS

NOTICE — Louisiana & Mississippi Operators — your authorized AMI phonograph distributor is DIXIE COIN MACH. CO. 122 NO. BROAD ST., NEW ORLEANS, LA. Tel.: MAgnolia 3931.

NOTICE—Pin Ball and Shuffle Alley Route for sale in Florida. Now operating more than one hundred machines in one Florida county. Write P. O. BOX 785, HOLLYWOOD, FLORIDA.

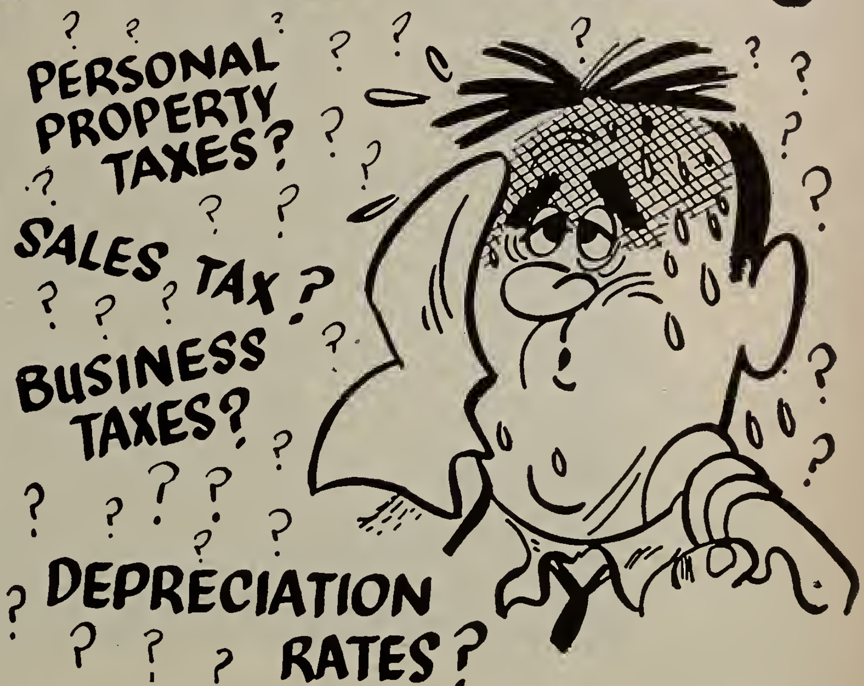
NOTICE—Juke Box Operators—Trade your used juke boxes for cigarette machines. We will sell or trade all types cigarette machines (thoroughly reconditioned). Rowe milk vendors. Cold Snap and Vendo ice cream machines. BRUCE MUSIC AND VENDING SERVICE. 1602 PIERRE AVE, SHREVEPORT, LOUISIANA.

NOTICE—These 3 telephone numbers are important to you: The Cash Box, New York City, JUdson 6-2640; The Cash Box, Chicago, Ill., DEarborn 2-0045; The Cash Box, Los Angeles, Calif., WEbster 1-1121.

NOTICE — 10c Seeburg AMI Ops — Don't Pass Up Nickels! General's Conversion Kit fits late model phonographs and wall boxes. Takes 2 nickels, 10c and 25c. Samples $3.50. Lots of 10, $2.95 each. Complete with decal and instructions. GENERAL DISTRIBUTING CO., 3574 HARDING, CARLSBAD, CALIFORNIA.

NOTICE — Phonograph Motors Rewound — Any make of split-phase Juke Box Motor rewound $4.00. No Extras. $4.00 is all you pay. Mailing list 4.000 Juke Box Operators $35. CAROLINA ELECTRIC CO., P. O. BOX 125, MATTHEWS, NORTH CAROLINA. Tel.: 2711.

TAX PROBLEMS?


PERSONAL PROPERTY TAXES?
SALES TAX?
BUSINESS TAXES?
DEPRECIATION RATES?

FOR JUST ABOUT TWO-BITS A WEEK—ONLY $15 FOR THE WHOLE YEAR YOU NOW GET

THE ANSWER!

READ THIS

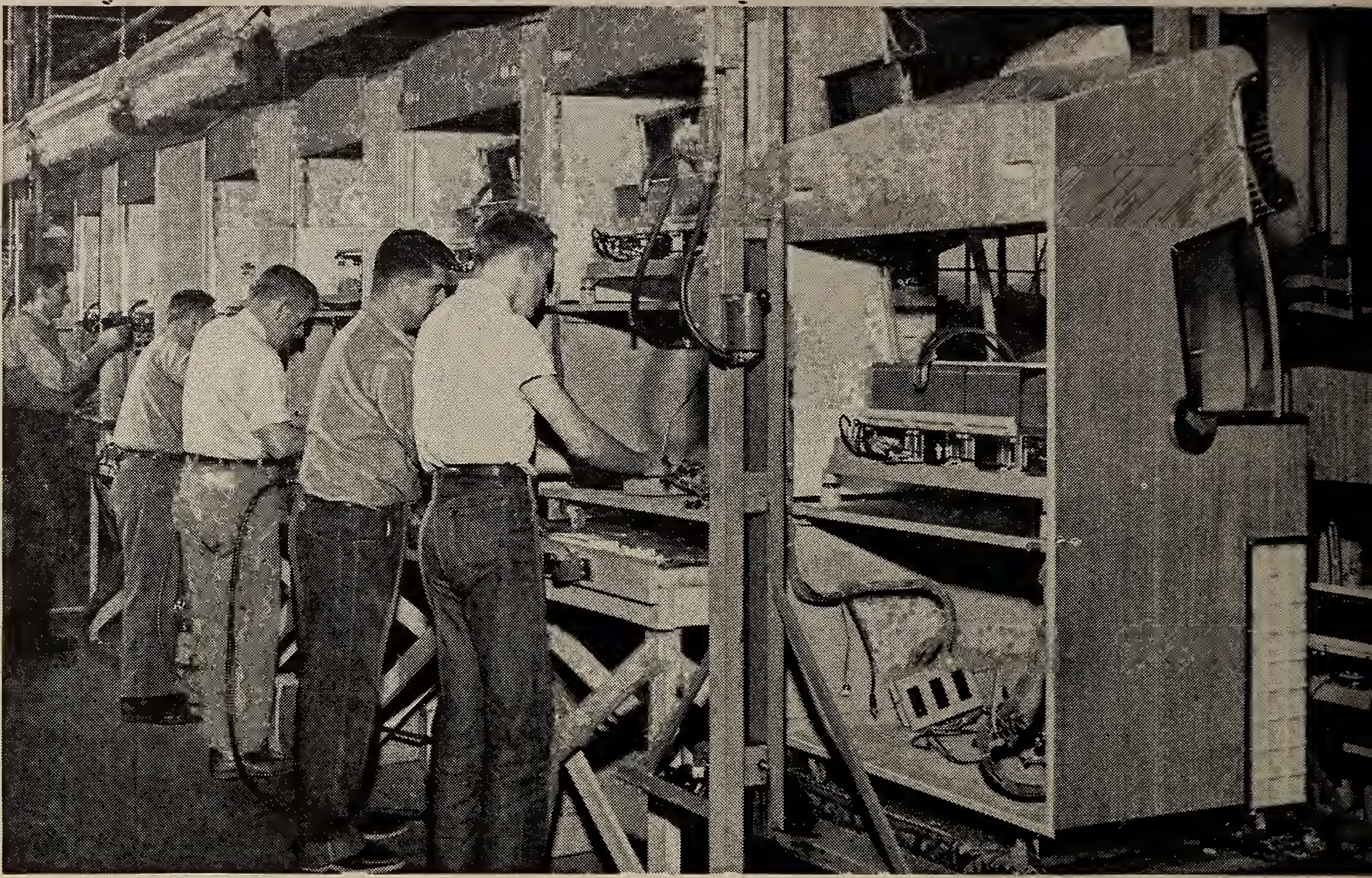
That's right! For just about two-bits a week, only $15 for the full year of 52 weeks' issues of "The Cash Box" you can PROVE TO YOUR TAX COLLECTOR the "why's" and "wherefore's" of your many, many TAX PROBLEMS! Each and every week's issue of "The Cash Box" brings you "The Confidential Price Lists" (the 15 year old unbroken, consecutive, week-after-week issue of the "Blue Book" of prices of all equipment in the industry). AND, WHAT'S EVEN MORE IMPORTANT TO YOU AND TO YOUR TAX COLLECTOR—at the end of each month's issues you receive the "END-OF-MONTH INVENTORY ISSUE" which allows you to easily, simply and speedily SHOW YOUR ENTIRE BUSINESS EQUIPMENT VALUATION. It let's you KNOW WHAT YOU'RE WORTH! It gives YOU and YOUR TAX COLLECTOR—"THE ANSWER"—to your tax problems!! Why suffer sleepless nights full of nightmares and headaches when, for just about two-bits (Only $15 Per Year), you can sleep soundly—confident that you have THE ANSWER to what your TAX COLLECTOR wants to know about your business. Fill out the coupon below, enclose your check for $15, MAIL TODAY!!

MAIL THIS

THE CASH BOX
26 WEST 47th STREET,
NEW YORK 19, N. Y.

Gentlemen: It sure is worth $15 a year to get straightened out with my Tax Collector. Enclosed find my check for $15. Start sending me "The Cash Box" immediately.

FIRM NAME ....
ADDRESS ....
CITY .... ZONE ..... STATE ....
Individual's Name ....



More Model "E's" will soon be on their way to waiting operators. The ease with which the "E" can be serviced in the field also facilitates final assembly in the factory. A final exacting test of the completed juke box under simulated location conditions, and the instrument is ready for crating and shipment.

New facilities at AMI *now*

The complex wiring of the modern juke box gets its start with this ingenious new arrangement of spools and harness boards. Here deft operators tie hundreds of feet of vari-colored wires into compact networks that transmit electrical impulse with unerring accuracy.

One-button play, much wanted feature of all AMI phonographs, begins here with the assembly of the selector button banks. Highly trained personnel, usually women, who excel in manual dexterity, are especially selected for this precise assembly operation.

Every craftsman in AMI's new cabinet department uses the latest equipment available to assure long retention of the "E's" factory-fresh look. Temperature and humidity are scientifically controlled and balanced throughout the entire department, just as in the most modern fine furniture factories.

Painstaking care in manufacture is an absolute must. Each step in assembly is checked again and again. The same thoroughness with which these AMI "E-120" mechanisms get their final scrutinizing inspection is an indispensable routine throughout the entire enlarged AMI plant.

in full swing!

Completion of the expansion program at the factory marks another stage in the continuing growth of AMI. New assembly lines, new methods, new equipment and new manufacturing procedures, some of which are shown, permit new efficiencies in manufacture. AMI strives to meet the increasing demand for its product, but never with sacrifice of the high standards of quality music operators expect of AMI juke boxes.

AMI *Incorporated*

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S.E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark

THIS WEEK'S USED MACHINE QUOTATIONS

15th Year of Publication
753rd Consecutive Week's Issue

How To Use "The Confidential Price Lists"

[Also Known As the "C. M. I. (Coin Machine Industry) BLUE BOOK"]

FOREWORD: Many times, wide differences appear in the quotation of high and low prices of certain equipment. Like any true reporter "The Confidential Price Lists" can only feature the market prices as they are quoted. "The Confidential Price Lists" acts exactly the same as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Confidential Price Lists," rather than show no price, retain the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth but $75.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added cost of reconditioning.) "The Confidential Price Lists" reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

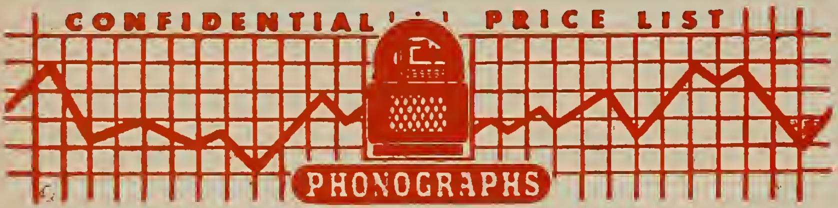
METHOD: "The Confidential Price Lists" should be read as follows: First price listed is lowest price quoted for the week; Second price listed is highest price quoted.

FOREIGN BUYERS: To cover cost of packing, crating, shipping, etc., figure an additional $20 to $25 on Pin games — and $25 to $30 on Phonographs.

EXPLANATION

1. Prices UP
2. Prices DOWN
3. Prices UP and DOWN
4. No change from Last Week
5. No quotations Last 2 to 4 Weeks
6. No quotations 4 Weeks or Longer
7. Machines Just Added

* Great Activity



LISTED ALPHABETICALLY

AIREON

4. Fiesta	20.00	30.00
4. '47 Hideway	30.00	35.00
4. '48 Coronet 400	20.00	30.00
4. '49 Coronet 100	20.00	30.00

AMI

4* WM Wall Box	10.00	20.00
4* Model A '46	139.50	195.00
3* Model B '48	235.00	275.00
4* Model C	275.00	325.00
4* Model D-40	395.00	425.00
4. Model D-80	439.50	545.00

BUCKLEY

6. Wall & Bar Box O.S.	3.00	5.00
6. Wall Bar Box N.S.	6.00	8.50

MILLS

6. Throne of Music	20.00	30.00
6. Empress	20.00	30.00
4. Constellation	29.50	39.50

PACKARD

4. Pla Mor Wall Bar Box	2.50	4.95
4. Manhattan	39.50	75.00
4. Model 7 Phono	25.00	35.00

ROCK-OLA

4. Playmaster '46	35.00	49.50
4* 1422 Phono ('46)	69.50	99.00
4. 1424 Phono (Hideaway)	49.50	69.50
4. 1426 Phono ('47)	75.00	109.00
4. 1428 Magic Glo	165.00	189.50
4. 1432 Rocket ('51)	239.50	289.50
2. 1434	329.50	375.00
4. 1436 "Fireball" 45 RPM	469.00	495.00
6. 1501 Wall Box	3.00	4.50
6. 1502 Bar Box	5.00	7.50
6. 1503 Wall Box	12.50	15.00
6. 1504 Bar Box	8.50	17.50
6. 1510 Bar Box	15.00	20.00
6. 1525 Wall Box	5.00	15.00
6. 1526 Bar Box	15.00	19.50
6. 1530 Wall Box	15.00	25.00
6. 1805 Organ Speaker	24.50	29.00

SEEBURG

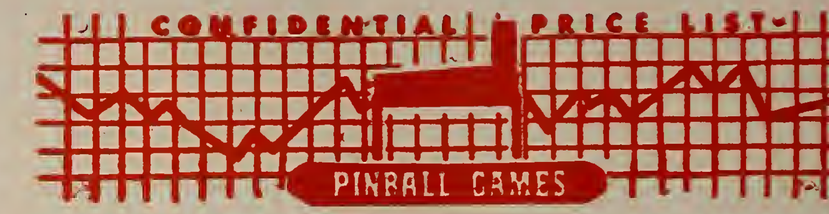
6. Hi-Tone 9800	29.50	49.50
6. Hi-Tone 9800 RC	29.50	49.50
6. Hi-Tone 8800	29.50	49.50
6. Hi-Tone 8800 RC	29.50	49.50
6. Hi-Tone 8200	29.50	49.50
6. Hi-Tone 8200 RC	29.50	49.50
4. 146S	65.00	89.50
4* 146M	75.00	115.00
4* 147S	80.00	135.00
4* 147M	85.00	135.00
4. 148S	90.00	175.00
4. 148M	145.00	189.00
4. 148ML	159.00	199.00
4* M-100A	375.00	495.00
4. M-100B	535.00	650.00
4. M-100 B-45	685.00	750.00
4. M-100C	700.00	800.00
4. W1-L56 Wall Box 5c	3.00	9.95
4* 3W2 Wall-a-Matic	6.95	10.00
4. W4L-56	19.50	35.00
4. 3W5-L56 Wall Box 5, 10, 25c	18.50	24.50
4. W6L-56 5/10/25 Wireless	22.50	29.50
4. 3W7-L-56	22.50	34.50
6. Tear Drop Speaker	12.50	17.50

WURLITZER

6. 750E	29.50	49.50
6. 780M Colonial	29.50	49.50
6. 780E	29.50	49.50
4. 800	29.50	59.00
4. 850	29.50	59.00
4. 950	29.50	79.50
4* 1015	85.00	129.50
2. 1017 Hideaway	59.00	99.00
4* 1100	185.00	250.00
4. 1080	69.50	125.00
4* 1250	249.50	325.00
4. 1400	429.50	550.00
4. 2140 Wall Box	5.00	25.00
1* 3020 Wall Box	10.00	19.50
4. 3025	5.00	6.00
4. 3031 Wall Box	3.00	9.95
4. 3015 Wall Box	5.00	20.00
4. 3048	19.50	29.50
4. 4820	20.00	35.00
4. 219 Stepper	7.50	19.50

MISCELLANEOUS

4. ChiCoin Band Box	75.00	125.00
4. ChiCoin Hit Parade	25.00	39.50
4. Ristaucrat	20.00	30.00
4. Williams Music Mite	35.00	49.50
4. Evans Constellation I	135.00	195.00
4. Evans Constellation II	245.00	300.00



Manufacturers and date of game's release listed. Code: (B) Bally; (CC) Chicago Coin; (Ex) Exhibit; (Ge) Genco; (Got) Gottlieb; (Ke) Keeney; (Un) United; (Wm) Williams.

2* ABC (Un 3/51)	20.00	50.00
4. Across the Board (Un 9/52)	75.00	95.00
4. Ali Baba (Got 6/48)	20.00	34.50
4. Alice (Got 8/48	19.50	29.50
4. All Star Basketball (Got 1/52)	39.00	79.50
4. Aquacade (Un 4/49)	19.50	39.00
4. Arabian Knights (Got 12/53)	210.00	225.00
4. Arcade (Wm 11/51)	75.00	95.00
4. Arizona (Un 4/50)	10.00	30.00
4. Army-Navy (Wm 10/53)	210.00	240.00
4* Atlantic City (B 5/52)	145.00	250.00
4. Baby Face (Un 12/48)	15.00	39.00
4. Banjo (Ex 3/48)	10.00	20.00
4. Bank-A-Ball (Got 5/50)	17.50	35.00
4. Barnacle Bill (Got 8/48)	25.00	34.50
4. Basketball (Got 10/49)	29.50	49.50
4* Beach Club (B 2/53)	349.00	395.00
4* Beauty (B 11/52)	259.00	360.00
4. Be Bop (Ex 3/50)	20.00	39.50
4. Bermuda (CC 11/47)	15.00	20.00
4. Big Hit (CC 7/52)	69.50	89.50
4. Big Top (Ge 2/49)	20.00	34.50
4. Black Gold (Ge 3/49)	15.00	30.00
6. Blue Skies (Un 11/48)	15.00	20.00
4. Bolero (Un 12/51)	95.00	115.00
4. Bomber (CC 3/51)	20.00	25.00
6. Bone Head (Ge 11/48)	15.00	20.00
4. Boston (Wm 5/49)	20.00	30.00
4. Bowling Champ (Got 2/49)	20.00	50.00
4. Bowl. League (Got8/47)	10.00	19.50
2* Bright Lights (B 5/51)	65.00	105.00
4* Bright Spot (B 11/51)	72.50	150.00
6. Broadway (B 6/51)	49.50	59.50
4. Buffalo Bill (Got 5/50)	20.00	30.00
4. Buccaneer (Got 10/48)	20.00	34.50
6. Build Up (Ex 2/48)	10.00	15.00
4. Buttons & Bows (Got 3/49)	15.00	29.50
4. Cabana (Un 3/53)	225.00	300.00
4. Camel Caravan (Ge6/49)	30.00	69.50
4. Campus (Ex 2/50)	15.00	20.00
4. Canasta (Ge 7/50)	20.00	25.00
4. Caravan (Wm 6/52)	69.50	99.50
4. Carnival (B 7/48)	10.00	20.00
6. Carolina (Un 3/49)	15.00	25.00
6. Caribbean (Un 3/48)	15.00	25.00
4. Champion (B 12/49)	29.00	49.50
4. Champion (CC 6/49)	19.50	29.50
4. Chinatown (Got 10/52)	125.00	160.00
4. Cinderella (Got 3/47)	10.00	20.00
6. Circus (Ex 8/48)	10.00	20.00
4. Circus (Un 8/52)	175.00	245.00
4. Citation (B 10/48)	14.50	35.00
4. C.O.D. (Wm 9/53)	195.00	200.00
4. College Daze (Got 8/49)	15.00	25.00
2* Coney Island (B 9/51)	75.00	150.00
4. Contact (Ex 10/48)	10.00	20.00
4. Control Tower (Wm 3/51)	40.00	75.00
4. Coronation (Got 11/52)	100.00	135.00
4. County Fair (Un 9/51)	29.50	35.00
4. Crazy Ball (CC 7/48)	10.00	20.00
4. Crossroads (Got 5/52)	95.00	124.50
4. Cyclone (Got 5/51)	69.50	89.50
4. Dallas (Wm 2/49)	25.00	44.50
6. De Icer (Wm 11/49)	49.50	59.50
4. Dew Wa Ditty (Wm 6/48)	15.00	29.00
4. Domino (Wm 5/52)	59.50	99.50
4. Double Action (Ge 1/52)	15.00	29.50
4. Dbl. Feature (Got 12/50)	20.00	39.50
4. Dbl. Shuffle (Got 6/49)	20.00	49.50
4. Disk Jockey (Wm 11/52)	110.00	145.00
4. Dreamy (Wm 2/50)	20.00	40.00
1* Dude Ranch (B 9/53)	385.00	465.00
4. Eight Ball (Wm 1/52)	65.00	85.00
6. El Paso (Wm 11/48)	15.00	39.50
4. Fairway (Wm 6/53)	125.00	160.00
4. Fighting Irish (CC 11/50)	45.00	75.00
1* Five Star (Univ 5/51)	49.50	85.00
4. Floating Power (Ge 12/48)	20.00	44.50
4. Flying High (Got 2/53)	132.50	150.00
4. Flying Saucers (Ge 12/50)	25.00	35.00
4. Football (CC 8/49)	20.00	39.50
4. Four Corners (Wm 12/52)	89.00	125.00
4. Four Horsemen (Got 9/50)	25.00	67.50
4. "400" (Upright) (Ge 10/52)	65.00	95.00
4. Four Stars (Got 6/52)	80.00	124.50
4. Freshie (Wm 9/49)	30.00	45.00
2* Frolics (B 10/52)	160.00	235.00
4. Futurity (B 3/51)	60.00	75.00
4. Georgia (Wm 7/50)	30.00	45.00
6. Gin Rummy (Got 2/49)	15.00	25.00
6. Gizmo (Wm 8/48)	10.00	20.00
4. Glamour (Got 7/51)	15.00	25.00
6. Glider (Ge 8/49)	10.00	20.00
4. Globe Trotter (Got 11/51)	75.00	135.00
4. Gold Cup (B 4/48)	15.00	29.50
6. Golden Gloves (CC7/49)	15.00	25.00
4. Golden Nugget (Upright) (Ge 2/53)	85.00	125.00
6. Gondola (Ex 5/49)	10.00	20.00
4. Grand Award (CC 1/49)	15.00	35.00
4. Grand Champion (Wm 8/53)	155.00	185.00
4. Grand Slam (Got 4/53)	125.00	165.00
6. Grand Stand (B '50)	20.00	35.00
4. Green Pastures (Got 1/54)		
4. Gun Club (Wm 11/53)	210.00	235.00
2. Guys-Dolls (Got 5/53)	145.00	175.00
4. Happy Days (Got 7/52)	105.00	140.00
4. Happy-Go-Lucky (Got 3/51)	29.50	60.00
4. Harvest Moon (Got 12/48)	15.00	20.00
4. Harvest Time (Ge 9/50)	30.00	65.00
4. Harvey (Wm 5/51)	50.00	65.00
6. Hawaii (Un 8/47)	10.00	15.00
4. Hayburner (Wm 6/51)	40.00	75.00
4. Hit Parade (CC 2/51)	15.00	29.50
4. Hit & Runs (Ge 3/51)	25.00	35.00
4. Hit 'N' Run (Got 4/52)	77.50	105.00
4. Holiday (CC 12/48)	10.00	20.00
4. Holiday (Ke 12/51)	75.00	125.00
4. Hong Kong (Wm 9/51)	75.00	125.00
4. Horsefeathers (Wm1/52)	65.00	99.50
4. Horse Shoe (Wm 12/51)	24.50	59.50
4. Hot Rods (B '49)	20.00	35.00
4. Humpty Dumpty (Got 10/47)	9.00	29.50
4. Jack 'N' Jill (Got 4/48)	9.00	25.00
4. Jalopy (Wm 8/51)	55.00	75.00
6. Jamboree (Ex 5/48)	10.00	20.00
4. Jeanie (Ex 6/50)	15.00	25.00
4. Jockey Special (B 11/47)	15.00	25.00
4. Joker (Got 11/50)	25.00	50.00
4. Judy (Ex 7/50)	15.00	25.00
4* Jumping Jacks (Upright) (Ge 12/52)	75.00	130.00
4. Just 21 (Got 1/50)	15.00	25.00
4. K.C. Jones (Got 11/49)	15.00	27.50
4. King Arthur (Got10/49)	10.00	20.00
4. King Cole (Got 5/48)	10.00	20.00
4. King Pin (CC 12/51)	50.00	85.00
2. Knockout (Got 1/51)	20.00	30.00
4. Lady Robin Hood (Got 1/48)	10.00	20.00
4. Leaders (Un 10/51)	90.00	145.00
2* Lite-A-Line (Ke 6/52)	35.00	65.00
4. Long Beach (Wm 7/52)	95.00	139.00
4. Lucky Inning (Wm5/50)	25.00	31.50
6. Lucky Star (Got 5/47)	15.00	21.50
4. Mad. Sq. Garden (Got 6/50)	35.00	75.00
4. Magic (Ex 11/48)	10.00	20.00
2. Majors '49 (CC 2/49)	25.00	45.00
4. Major League Baseball (Un 6/48)	15.00	25.00
6. Manhattan (Un 2/48)	10.00	17.50
4. Majorettes (Wm 4/52)	50.00	75.00
4. Marble Queen (Got 8/53)	195.00	220.00
6. Mardi Gras (Ge 5/48)	20.00	29.50
4. Maryland (Wm 4/49)	25.00	35.00
4. Merry Widow (Ge 6/48)	15.00	25.00
4. Mercury (Ge 3/50)	20.00	29.50
2. Mermaid (Got 6/51)	39.00	79.50
6. Mimi (Ex 2/48)	10.00	20.00
4. Minstrel Man (Got 3/51)	25.00	45.00
4. Monterey (Un 5/48)	10.00	20.00
4. Moon Glow (Un 11/48)	10.00	20.00
1. Morocco (Ex 10/48)	15.00	35.00
4. Niagara (Got 12/51)	74.50	99.50

COPYRIGHTED 1954. REPRODUCTION NOT PERMITTED.

4 Nifty (Wm 12/50)	15.00	35.00
4. "9" Sisters (Wm 1/54)		
6. Oasis (Ex 10/50)	10.00	25.00
4. Oklahoma (Un 5/49)	20.00	30.00
4. Old Faithful (Got 12/49)	30.00	59.50
1. Olympics (Wm 5/52)	79.50	112.50
4. One Two Three (Ge 10/48)	20.00	34.50
4. Palisades (Wm 7/53)	145.00	155.00
4* Palm Beach (B 7/52)	159.00	275.00
4. Palm Springs (B 11/53)		
4. Paradise (Un 7/48)	10.00	20.00
4. Paratrooper (Wm 8/52)	75.00	95.00
4. Pin Bowler (CC 6/50)	15.00	30.00
4. Pinch Hitter (Un 5/49)	10.00	20.00
4. Pinky (Wm 9/50)	25.00	39.50
4. Pin Wheel (Got 11/53)	195.00	225.00
1. Play Ball (CC 1/51)	20.00	35.00
4. Playland (Ex 8/50)	20.00	49.50
4. Playtime (Ex 8/49)	15.00	25.00
4. Poker Face (Got 9/53)	145.00	205.00
4. Puddin' Head (Ge 10/48)	20.00	30.00
4. Punchy (CC 12/50)	25.00	45.00
4. Quarterback (Wm 10/49)	10.00	20.00
4. Quartet (Got 2/52)	100.00	165.00
4. Queen of Hearts (Got 12/52)	125.00	160.00
3* Quintet (Got 3/53)	140.00	190.00
4. Rag Mop (Wm 10/50)	20.00	49.50
4. Rainbow (Wm 9/48)	10.00	20.00
4. Ramona (Un 2/49)	20.00	39.00
4. Red Shoes (Un 11/50)	15.00	25.00
4. Rio (Un 11/53)	435.00	475.00
6. Rip Snorter (Ge 10/49)	14.50	22.50
4. Rocket (Ge 5/50)	15.00	30.00
4. Rockettes (Got 8/50)	30.00	85.00
4. Rodeo (Un 2/53)	225.00	250.00
4. Rondevoo (Un 5/48)	10.00	20.00
4. Rose Bowl (Got 10/51)	65.00	105.00
4. Round Up (Got 11/48)	24.50	29.00
4. St. Louis (Wm 2/49)	30.00	44.50
4. Saddle and Turf (Ev 10/53)	350.00	385.00
6. Sally (CC 10/48)	10.00	20.00
4. Samba (Ex 5/48)	10.00	20.00
4. Saratoga (Wm 10/48)	15.00	39.50
4. Screwball (Ge 8/48)	10.00	20.00
2. Sea Jockeys (Wm 11/51)	50.00	85.00
4. Sea Isle (CC 11/47)	9.00	20.00
4. Select-A-Card (Got4/50)	15.00	25.00
4. Serenade (Un 11/48)	15.00	25.00
4. Shanghai (CC 4/48)	10.00	20.00
4. Shantytown (Ex 10/49)	30.00	65.00
4. Sharpshooter (Got 5/49)	20.00	30.00
4. Shindig (Got 10/53)	195.00	220.00
4. Shoo Shoo (Wm 2/51)	32.50	95.00
6. Short Stop (Ex 7/48)	10.00	20.00
4. Shoot the Moon (Wm 11/51)	75.00	95.00
4. Show Boat (Un 1/49)	10.00	20.00
4. Show Boat (Un 12/52)	210.00	300.00
4. Silver Chest (Upright) (Ge 4/53)	250.00	275.00
4. Silver Skates (Wm2/53)	80.00	125.00
4. Singapore (Un 11/47)	10.00	20.00
4. Skill Pool (Got 8/52)	90.00	149.50
4. Slugfest (Wm 3/52)	55.00	95.00
6. Snooks (Wm 6/51)	15.00	22.50
4. South Pacific (Ge 2/50)	30.00	69.00
4. Spark Plugs (Wm 9/51)	40.00	69.00
4. Speedway (Wm 9/48)	10.00	20.00
4. Spot Bowler (Got 10/50)	20.00	55.00
4* Spot-Lite (B 1/52)	75.00	150.00
4. Sportsman (Ge 2/51)	20.00	30.00
4. Sportsman (Wm 2/52)	30.00	35.00
4. Springtime (Ge 3/52)	25.00	35.00
6. Stage Door Canteen (Got 11/45)	10.00	20.00
6. Stardust (Un 5/48)	10.00	20.00
4. Stars (Un 6/52)	85.00	125.00
4. Starlight (Wm 3/53)	125.00	145.00
4. Steeple Chase (Un 1/52)	72.50	115.00
4. Stop & Go (Ge 3/51)	29.50	40.00
6. Stormy (Wm 1/48)	10.00	20.00
4. Struggle Buggies (Wm 12/53)	240.00	275.00
4. Summertime (Un 9/48)	25.00	34.50
6. Sunny (Wm 12/47)	10.00	20.00
4. Sunshine Park (B 12/52)	75.00	110.00
4. Super Hockey (CC 4/49)	20.00	45.00
6. Swanee (Ex 1/49)	10.00	20.00
4. Sweepstakes (Wm 1/52)	125.00	195.00
1. Sweetheart (Wm 5/50)	20.00	35.00
6. Tahiti (CC 10/49)	15.00	25.00
1. Tahiti (Un 8/53)	348.00	395.00
4. Tampico (Un 6/49)	25.00	45.00
4. Telecard (Got 1/49)	15.00	30.00
6. Tennessee (Wm 2/48)	15.00	29.50
4. Thing (CC 2/51)	20.00	45.00
4. Three Feathers (Ge 5/49)	25.00	45.00
4. Three Four Five (Un 6/51)	50.00	85.00
4. Three Musketeers (Got 7/49)	25.00	40.00
4. Thrill (CC 9/48)	29.50	35.00
4. Times Square (Wm 4/53)	135.00	175.00
4. Touchdown (Un 1/52)	25.00	35.00
6. Trade Winds (Ge 3/48)	10.00	29.50
6. Treasure Chest (Ex 12/47)	10.00	20.00
4. Trinidad (CC 3/48)	10.00	20.00
4. Triple Action (Ge 1/48)	10.00	25.00
4. Triplets (Got 7/50)	15.00	45.00
4. TriScore (Ge 1/51)	25.00	35.00
6. Trophy (B 4/48)	20.00	35.00
6. Tropicana (Un 1/48)	10.00	20.00
1. Tropics (Un 7/53)	310.00	349.50
4. Tucson (Wm 1/49)	10.00	30.00
1. Tumbleweed (Ex 9/49)	20.00	35.00
4. Turf King (B 6/50)	20.00	50.00
2. Twenty Grand (Wm 12/52)	90.00	115.00
4. Utah (Un 7/49)	15.00	29.50
4. Vanities (Ex 2/47)	10.00	19.50
4. Virginia (Wm 3/48)	10.00	12.50
4. Watch My Line (Got 9/51)	20.00	49.50
4. Whizz Kids (CC 3/52)	49.50	99.50
4. Wild West (Got 8/51)	100.00	145.00
4. Winner (Univ.)	20.00	50.00
4. Wisconsin (Un 3/48)	20.00	31.50
4* Yacht Club (B 6/53)	235.00	295.00
6. Yanks (Wm 4/48)	10.00	25.00
4. Zingo (Un 10/51)	30.00	60.00

CONFIDENTIAL PRICE LIST

SHUFFLES — REBOUNDS

4. Bally Shuffle Bowler (9/49)	15.00	20.00
6. Bally Speed Bowler (2/50)	15.00	20.00
6. Bally Shuffle Champ (4/50)	20.00	30.00
4. Bally Hook Bowler (11/50)	20.00	79.50
1. Bally Baseball (5/51)	35.00	50.00
4. Bally Shuffle Line (7/51)	25.00	69.50
4. ChiCoin Bowling Alley (11/49)	25.00	55.00
4. ChiCoin Shuffle Baseball (4/50)	15.00	25.00
4. ChiCoin Bowling Classic (5/50)	29.50	60.00
4. ChiCoin Pin Bowler (6/50)	29.50	59.50
4. ChiCoin Trophy Bowl (7/50)	29.50	59.50
6. ChiCoin Ace Bowler, F. P. (8/50)	29.50	59.50
4. ChiCoin Pin Lite (9/50)	29.50	59.50
1. ChiCoin Horse-Shoes (5/51)	35.00	75.00
4. ChiCoin 6-Player (8/51)	74.00	95.00
4. ChiCoin King Pin (12/51)	90.00	150.00
4. ChiCoin 6-Player DeLuxe (5/52)	80.00	159.50
4. ChiCoin Match Bowler (6/52)	195.00	275.00
1. ChiCoin Bowl-A-Ball (10/52)	175.00	200.00
1. ChiCoin Match Bowl-A-Ball (11/52)	125.00	200.00
4. ChiCoin 10th Frame Special (12/52)	249.00	285.00
3. ChiCoin Name Bowler (1/53)	225.00	269.50
4. ChiCoin 10th Frame Double Score (3/53)	299.50	365.00
4. ChiCoin Crown (4/53)	295.00	325.00
4. ChiCoin Triple Score (6/53)	310.00	385.00
4. Exhibit Strike (6/51)	20.00	30.00
4. Exhibit Twin Rotation (5/52)	100.00	125.00
4. Genco Bowling League (11/49)	15.00	20.00
4. Genco Baseball (5/50)	15.00	20.00
4. Genco Shuffle Target (7/51)	20.00	49.50
4. Genco 8-Player Rebound (9/51)	25.00	35.00
4. Gottlieb Bowlette (3/50)	15.00	40.00
4. Keeney Pin Boy (11/49)	15.00	20.00
4. Keeney Ten Pins (1/50)	15.00	20.00
4. Keeney ABC (2/50)	15.00	20.00
4. Keeney Lucky Strike (4/50)	20.00	30.00
4. Keeney King Pin (4/50)	20.00	30.00
4. Keeney Bowling Champ (4/50)	20.00	30.00
4. Keeney Duck Pins (6/50)	20.00	30.00
4. Keeney Double Bowler (8/50)	25.00	49.50
4. Keeney League Bowler (8/50)	45.00	50.00
4. Keeney 4-Way Bowler Attachment (12/50)	20.00	25.00
4. Keeney Big League (5/51)	70.00	85.00
4. Keeney 6-Player League (9/51)	75.00	150.00
4. Keeney DeLuxe League (3/52)	115.00	150.00
4. Keeney Super DeLuxe League (3/52)	70.00	165.00
4. Keeney High Score League (5/52)	75.00	169.50
4. Keeney Team Bowler (10/52)	229.50	265.00
4. Keeney Club Bowler (4/53)	295.00	325.00
4. Keeney Domino Bowler (5/53)	325.00	350.00
4. Keeney Carnival Bowler (5/53)	300.00	350.00
4. Rock-Ola Shuffle Lane (12/49)	15.00	20.00
4. Rock-Ola Shuffle Jungle (5/50)	20.00	30.00
4. United Shuffle Skill (6/49)	15.00	20.00
4. United Shuffle Alley (9/49)	15.00	20.00
4. United Super Shuffle Alley (1/50)	20.00	30.00
4. United Double Shuffle Alley (2/50)	20.00	30.00
4. United Shuffle Alley Express (3/50)	25.00	35.00
4. United Shuffle Slugger (6/50)	25.00	35.00
4. United 2-Player Express (6/50)	25.00	35.00
4. United Twin Shuffle Alley (7/50)	25.00	35.00
4. United Rebound (8/50)	30.00	39.50
4. United 4-Player Rebound (9/50)	59.50	95.00
4. United Twin Shuffle-cade (12/50)	50.00	125.00
4. United 5-Player (1/51)	69.50	115.00
4. United 6-Player (2/51)	69.50	125.00
2* United DeLuxe 6-Player (1051)	89.00	175.00
2* United 6-Player Super (3/52)	159.00	215.00
4. United 4-Player Official (5/52)	150.00	215.00
2* United 6-Player Star (7/52)	200.00	245.00
4* United 10th Frame Star (9/52)	225.00	295.00
4. United 10th Frame Super (10/52)	225.00	295.00
4. United Manhattan (9/52)	189.00	295.00
4. United Manhattan 10th Frame (9/52)	224.00	225.00
4* United Cascade (2/53)	294.00	325.00
1* United Clover (2/53)	295.00	350.00
2* United Olympic (6/53)	325.00	375.00
4. United Liberty (2/53)	294.50	325.00
2* United Classic (6/53)	340.00	375.00
1. United Royal (9/53)	395.00	435.00
1. United Imperial (9/53)	395.00	435.00
1. Universal Twin (1/50)	15.00	25.00
4. Universal Super Twin (3/50)	30.00	40.00
4. Universal DeLuxe Twin (10/50)	30.00	40.00
4. Universal High Score (10/50)	30.00	75.00
4. Universal Bowlomatic (3/51)	35.00	45.00
4. Williams Twin Shuffle (12/49)	20.00	30.00
4. Williams Twin Shuffle (9½') (2/50)	25.00	35.00
4. Williams Bowler (9½') (3/50)	25.00	35.00
4. Williams Double Header (7/50)	30.00	49.50
4. Williams 5-Player Bowler (6/51)	40.00	50.00

CONFIDENTIAL PRICE LIST

ARCADE EQUIPMENT

4. ABT 6 Gun Rifle Range	450.00	650.00
4. Boomerang	25.00	45.00
4. Bally Big Inning	79.50	140.00
4. Bally Bowler	20.00	30.00
4. Bally Convoy	49.50	89.50
4. Bally Defender	59.50	125.00
6. Bally Eagle Eye	39.50	49.50
4. Bally Heavy Hitter	35.00	45.00
4. Bally King Pin	20.00	35.00
6. Bally Lucky Strike	25.00	40.00
4. Bally Rapid Fire	95.00	125.00
4. Bally Sky Battle	85.00	125.00
6. Bally Torpedo	49.50	85.00
4. Bally Undersea Raider	125.00	150.00
4. Bank Ball	25.00	35.00
4. Champion Hockey	35.00	55.00
4. ChiCoin Basketball Champ	95.00	175.00
4. ChiCoin 4-Player Derby	100.00	225.00
4. ChiCoin Goalee	75.00	95.00
4. ChiCoin Hockey	55.00	75.00
4. Chi Midget Skee	50.00	65.00
4. ChiCoin Pistol	55.00	95.00
4. ChiCoin Roll-A-Score	29.50	75.00
4. Edelco Pool Table	20.00	75.00
4. Evans Bat-A-Score	89.50	165.00
4. Evans Bola-Score	79.50	89.50
4. Evans Ski Roll	35.00	95.00
4. Evans Super Bomber	100.00	210.00
4. Evans Play Ball	65.00	75.00
4. Evans Ten Strike '46	20.00	40.00
4. Evans Tommy Gun	39.50	95.00
4* Exhibit Dale Gun	35.00	69.50
4. Exhibit Gun Patrol	125.00	195.00
4. Exhibit Jet Gun	149.50	225.00
2. Exhibit Space Gun	159.00	185.00
4. Exhibit Pony Express	85.00	135.00
4. Exhibit Silver Bullets	79.50	129.50
4. Exhibit Six Shooter	99.50	145.00
4. Exhibit Vitalizer	35.00	59.50
6. Groetchen Met. Typer	79.50	119.50
4. Genco Sky Gunner	199.50	285.00
6. Irish Poker	50.00	65.00
4. Jack Rabbit	50.00	99.50
4. Jungle Joe	49.50	69.50
4. Keeney Air Raider	75.00	90.00
4. Keeney Anti Aircraft Bl	15.00	35.00
4. Keeney Sub Gun	75.00	120.00
4. Keeney Texas Leaguer	25.00	50.00
4. Kirk Night Bomber	49.50	75.00
4. Lite League	35.00	49.50
4. Mills Panoram	95.00	250.00
4. Mills Panoram Peek	159.50	275.00
6. Mills Conv. for Panoram Peek	10.00	29.50
4. Mutoscope Ace Bombers	100.00	195.00
4. Muto. Atomic Bomber	90.00	195.00
4. Mutoscope Dr. Mobile	95.00	175.00
4. Mutos. Fly. Saucers	100.00	175.00
4. Mutos. Photo (Pre-War)	150.00	195.00
4. Mutos. Photomatic (late)	395.00	525.00
4. Mutoscope Silver Gloves	185.00	225.00
4. Mutoscope Sky Fighter	95.00	175.00
4. Mutos. Voice-O-Graph 35c	425.00	595.00
4. Periscope	69.50	99.50
4. QT Pool Table	65.00	85.00
4. Quizzer	75.00	95.00
4. Rockola Ten Pins HD	20.00	40.00
4. Rockola World Series	20.00	40.00
4. Scientific Baseball	20.00	35.00
4. Scientific Basketball	20.00	39.50
4. Scientific Batting Pr.	45.00	89.50
4. Scientific Pitch 'Em	135.00	185.00
4* Seeburg Bear Gun	125.00	199.00
4. Seeburg Chicken Sam	69.50	110.00
4. Seeburg Shoot the Chute	49.50	95.00
4. Set Shot Basketball	200.00	250.00
4. Telequiz	115.00	125.00
4. United Team Hockey	30.00	85.00
4. Western Baseball '39	75.00	95.00
4. Western Baseball '40	95.00	125.00
4. Wilcox-Gay Recordio	40.00	75.00
4. Williams All Stars	35.00	75.00
4. Williams Box Score	39.50	75.00
4. Williams Star Series	50.00	75.00
4* Williams Super World Series	150.00	275.00
4. Williams Quarterback	25.00	65.00
4. Wurlitzer Skeeball	35.00	150.00

COPYRIGHTED 1954. REPRODUCTION NOT PERMITTED.

CONFIDENTIAL PRICE LIST
VENDORS

CIGARETTE MACHINES

4. Automatic "Smokeshop" (9 Col., 486 Cap.)	$125.00-	$239.50
4. Du Grenier (Mod. A-7)	85.00-	115.00
4. Du Grenier (Mod. A-9)	60.00-	95.00
4. Du Grenier (Mod.AC-7)	85.00-	125.00
4. Du Grenier (Mod.AC-9)	87.50-	129.50
4. Du Grenier (Mod. E-7)	75.00-	150.00
4. Du Grenier (Mod. ES9)	85.00-	135.00
4. Du Grenier (Mod. E-9)	85.00-	149.50
4. Du Grenier (Mod.ES-11)	85.00-	165.00
4. Du Grenier "W" (9 col.)	70.00-	95.00
4. Du Grenier "S" (7 col.)	65.00-	75.00
4. Du Grenier Champion (9 col.)	20.00-	75.00
4. Du Grenier Champion (11 col.)	49.50-	115.00
4. Eastern Electric C-8	85.00-	135.00
4. Electro (8 col.)	100.00-	175.00
4. Electro (10 col.)	195.00-	250.00
4. Kenney "A"	100.00-	135.00
4. Lehigh PX (Elec. 8 col.)	65.00-	125.00
4. Lehigh PX (10 col.)	65.00-	125.00
4. Lehigh King Size	75.00-	125.00
4. National 7-50 7 col.	60.00-	110.00
4. National 9-50 9 col.	65.00-	125.00
4. National 9-30 9 col.	65.00-	115.00
4. National 9-A 9 col.	85.00	119.50
4. Nat. 9-ML Wheatwood	135.00-	175.00
4. National Electric	60.00-	115.00
4. Rowe Imperial (6 col.)	45.00-	65.00
4. Rowe Imperial (8 col.)	45.00-	65.00
4. Rowe Royal (6 col.)	65.00-	85.00
4. Rowe Royal (8 col.)	75.00-	95.00
4. Rowe Royal (10 col.)	85.00-	110.00
4. Rowe President (8 col.)	65.00-	95.00
4. Rowe President (10 col.)	95.00-	125.00
4. Rowe Crusader (10 col.)	75.00-	155.00
4. Rowe Electric Diplomat	65.00-	85.00
4. Uneeda "A" (6 col.)	35.00-	55.00
4. Uneeda "A" (8 col.)	30.00-	55.00
4. Uneeda "A" (9 col.)	35.00-	55.00
4. Uneeda "E" (6 col.)	35.00-	65.00
4. Uneeda "E" (8 col.)	35.00-	75.00
4. Uneeda "E" (9 col.)	45.00-	70.00
4. Uneeda "E" (12 col.)	35.00-	65.00
4 Uneeda "E" (15 col.)	35.00-	65.00
4. Uneeda 500 (7 col.)	65.00-	95.00
4. Uneeda 500 (9 col.)	95.00-	110.00
4. Uneeda 500 (15 col.)	50.00-	65.00
4. Uneeda Monarch (8 col.)	25.00-	50.00
4. Uneeda Monarch (10 col.)	45.00-	65.00
4. Uneeda Monarch (12 col.)	85.00-	129.50

CANDY MACHINES

4. Mills (5 col., 70 cap.)	$ 10.00-	$ 20.00
4. Stoner (Mod. 102, 6 col., 102 cap.)	60.00-	85.00
4. Stoner (Mod. 120, 6 col., 120 cap.)	65.00-	115.00
4. Stoner (Senior, 8 col., 160 cap.)	95.00-	149.50
4. Stoner (Mod. 80, 4 col., 180 cap.)	50.00-	75.00
4. Stoner (Mod. 120, 5 col.)	69.00-	95.00
4. Stoner (Mod. 120, Sn., 7 col.)	85.00-	139.50
4. Stoner DeLuxe Theatre (8 col., 160 cap.)	139.50-	200.00
4. Stoner DeLuxe Theatre (16 col., 320 cap.)	175.00-	300.00
4. Martin's "Little Candy Store" (8 col. 160 cap.)	115.00-	119.50
4. Coan "U-Select-It" (74 cap.)	15.00-	22.50

HOT COFFEE

4. Andico Cafe Petit, 200 cups	$200.00	$275.00
4. Bert Mills Coffee Bar, 200 cups	125.00	175.00
4. Bert Mills Coffee Bar, 600 cups	150.00	275.00
4. Bert Mills Coffee Bar, 500 cups	300.00	400.00
4. Chef-Way, Model 100, cap. 400-600	450.00	550.00
4. Hot-O-Mat Comb. Hot Coffee-Choc., 600 cups	200.00	250.00
4. U-Select-It Hot Coffee, 600 cups	350.00	425.00

CARBONATED DRINK

4. Drink-O-Mat, single flavor, 5c, 1000 cups	$100.00	$200.00
4. Drink-O-Mat, 3 flavor, 5c, 1000 cups	200.00	275.00
4. Drink-O-Mat, 4 flavor, 5c, 1000 cups	250.00	300.00
4. Lyons # 1400, single flavor, 5c	200.00	225.00
4. Lyons # 1400-2F	400.00	450.00
4. Lyons Model 500, 5c single	150.00	250.00
4. Mills, Automatic Fountain, 400 cups	100.00	125.00
4. Mills, Automatic Fountain, 400 cups, without changemaker	60.00	75.00
4. Soda Shoppe	950.00	1000.00
4. Spacarb 3 Unit 5c, 1000 cups	300.00	375.00
4. Spacarb 4 Unit 5c, 1000 cups	500.00	550.00
4. Super Vend 3 flavor, 600 cup A-1	285.00	350.00
4. Super Vend 3 flavor, 600 Cup A-2	350.00	400.00

NON-CARBONATED DRINK

4. Refreshomat, 5c, 10c 300 cups	$100.00	$200.00

CAN DRINK

4. Juice-Bar, 6 sel., 600 cans	$275.00	$350.00
4. Refresher, 3 sel., 300 can cap.	300.00	400.00

ICE CREAM VENDORS

4. Belvend Ice Cream Bar Machine with National 10c & 25c coin changer	$350.00	$395.00
4. Vendo "Dairy-Vend" 203 Bar Capacity	200.00	300.00
4. Rowe "Ice Cream Vendor" (Ice Cream Sandwiches or "Pops"), 200 cap.	300.00	425.00

Manufacturers New Equipment

Products listed here are currently in production. Prices are manufacturers' list prices, F. O. B. factory.

A.B.T. MFG. CORP.

Challenger (Counter Model Gun)	$ 75.00
Rifle Sport, 3 and more Guns, plus complete ranges of various types	1,408.25

AMI, INCORPORATED

AMI "E"-40 Phonograph	$ 795.00
AMI "E"-80 Phonograph	925.00
AMI "E"-120 Phonograph	1,050.00
W-80 5-10-25c Wall Box	89.50
W-120 5-10-25c Wall Box	99.00
HS-80 Hideaway	775.00
HS-120 Hideaway	875.00
AMIVOX Speaker	27.50

AUTO-PHOTO CO.

Auto-Photo	$2,545.00

BALLY MFG. CO.

The Champion (Mech. Horse)	$1,065.00
Ice-Frolics	699.50

CHICAGO COIN

Advance Bowler	$ 615.00
Criss Cross Bowler	665.00
'Round The World Trainer	1,185.00
6 Player Home Run	

H. C. EVANS & CO.

Century (Model 2015)	$1,050.00
Jubilee (Model 215)	825.00
Jubilee (Model 278)	795.00

EXHIBIT SUPPLY

Big Bronco	$ 997.50
El Toro The Bull	997.50
Ferdy The Bull	725.00
Roy Rogers' Trigger	1,047.50
Rudolph The Red Nosed Reindeer	725.00
Rudolph The Red Nosed Reinder With Music	775.00
Pete The Rabbit	725.00
Pete The Rabbit With Music	775.00
Twin Pete The Rabbit	725.00
Rawhide	725.00
Space Patrol	1,047.50
Silent Salesman (Card Vendor)	79.50
Sea Skate	1,047.50

GENCO MFG. & SALES CO.

Shuffle Pool	$ 675.00
Match Pool	685.00

D. GOTTLIEB & CO.

Mystic Marvel	$ 364.50

INTERNATIONAL MUTO. CORP.

Photomat '53	$2,150.00
3-D Art Parade, 10-show model	495.00
3-D Art Parade, 6-show model	395.00

J. H. KEENEY & CO., INC.

Electric Cigarette Vendor	$ 281.50
Coin Changer Model	304.50
Bonus Bowler	650.00
Mainliner Bowler	625.00

MARVEL MFG. CO.

(New Model) Shuffle-Score Overhead Scoreboard	$ 139.50
Wall Type Scoreboards for Shuffleboards	95.00

METEOR MACHINE CORP.

Flying Saucer	$ 715.50
Hot Rod Racer	715.00
Pony Boy	517.50
Rocket	715.50
Tung-Go (Grip Scale)	149.50

RITEWAY MFG. CO., INC.

"3 dimensional Theatre"	$ 495.00
"3 D Kiddie Theatre"	495.00

ROCK-OLA MFG. CORP.

Model 1436 "Fireball" 78 RPM	No List Price Authorized for Publication
Model 1438 "Comet Fireball" Phono, 120 Selections, 45 RPM Only	
Model 1440 "Comet Fireball" Playmaster 120 Selections 45 RPM Only	
Model 1516 "Comet Fireball" Chrome Wall Box, 120 Selections	
Model 1608 "Tone-O-Lier" 8" Chandelier Speaker	
Model 1611 "Tonette" 8" Wall Speaker with Vol. Control & Transformer Blonde or Mahog.	
Model 1906, Remote Volume Control	

J. P. SEEBURG CORP.

HF-100-G	No List Price Authorized for Publication
3W-1 Wall-O-Matic "100"	
MRVC-1 Master Remote Volume Control	
CVS1-8—8" Wall Speaker Ivory (Teardrop)	
CVS6-8—8" Recessed Speaker	
CVS7-12—12" Recessed Speaker	
PS6-1Z Power Supply	
ARA1-L6 Auxiliary Remote Amplifier	
AVC-1 Automatic Volume Compensator Unit	
Ray-O-Lite "Coon Hunt"	

UNITED MFG. CO.

Rio	$ 725.00
Leader Shuffle Alley	675.00
Deluxe Leader Shuffle Alley	690.00

WILLIAMS MFG. CO.

Lazy-"Q"	$ 364.50
Special DeLuxe Baseball	537.50
Super Star Baseball	574.50
Super Pennant Baseball	589.50

THE RUDOLPH WURLITZER CO.

Model "1500-A" Phonograph	No List Price Authorized for Publication
Model "1600" Phonograph	
Model "1650" Phonograph	
Model 4851 5c-10c-25c Wall Box (48 Selections)	
Model 5204 5c-10c-25c Wall Box (104 Selections)	
Model 5100 8" Speaker	
Model 5110 12" DeLuxe Speaker	

THIS WEEK'S MOST ACTIVE USED MACHINES

PHONOGRAPHS

AMI WM Wall Box	10.00-	20.00
AMI Model A	139.50-	195.00
AMI Model B	235.00-	275.00
AMI Model C	275.00-	325.00
AMI Model D-40	399.50-	425.00
Rock-Ola 1422	69.50-	99.50
Seeburg 146M	75.00-	115.00
Seeburg 147S	80.00-	135.00
Seeburg 147M	85.00-	135.00
Seeburg M-100A	375.00-	495.00
3W2 Wall-a-Matic	6.95-	10.00
Wurlitzer 1015	85.00-	129.50
Wurlitzer 1100	185.00-	250.00
Wurlitzer 1250	249.50-	325.00
Wurlitzer 3020	10.00-	29.50

PINBALLS

ABC (Un 3/51)	20.00-	50.00
Atlantic City (B 5/52)	145.00-	250.00
Beach Club (B 2/53)	349.50-	395.00
Beauty (B 11/52)	259.00-	360.00
Bright Lights (B 5/51)	65.00-	105.00
Bright Spot (B 11/51)	72.50-	150.00
Coney Island (B 9/51)	75.00-	150.00
Dude Ranch (B 9/53)	385.00-	465.00
Frolics (B 10/52)	160.00-	235.00
Jumping Jacks (Upright) (Ge 12/52)	75.00-	130.00
Lite-A-Line (Ke 6/52)	35.00-	65.00
Palm Beach (B 7/52)	159.00-	275.00
Quintet (Got 3/53)	140.00-	190.00
Spot-Lite (B 1/52)	75.00-	150.00
Yacht Club (B 6/53)	235.00-	295.00

SHUFFLES AND REBOUNDS

United DeLuxe 6-Player (10/51)	89.00-	175.00
United 6-Player Super (3/52)	159.50-	215.00
United 6-Player Star (7/52)	200.00-	245.00
United 10th Frame Star (9/52)	225.00-	295.00
United Cascade (2/53)	294.00-	325.00
United Olympic (6/53)	325.00-	375.00
United Classic (6/53)	340.00-	375.00
United Clover (2/53)	295.00-	350.00

ARCADE EQUIPMENT

Exhibit Dale Gun	35.00-	69.50
Williams Super World Series	150.00-	275.00

COPYRIGHTED 1954. REPRODUCTION NOT PERMITTED.

UNITED'S

LEADER

SHUFFLE ALLEY

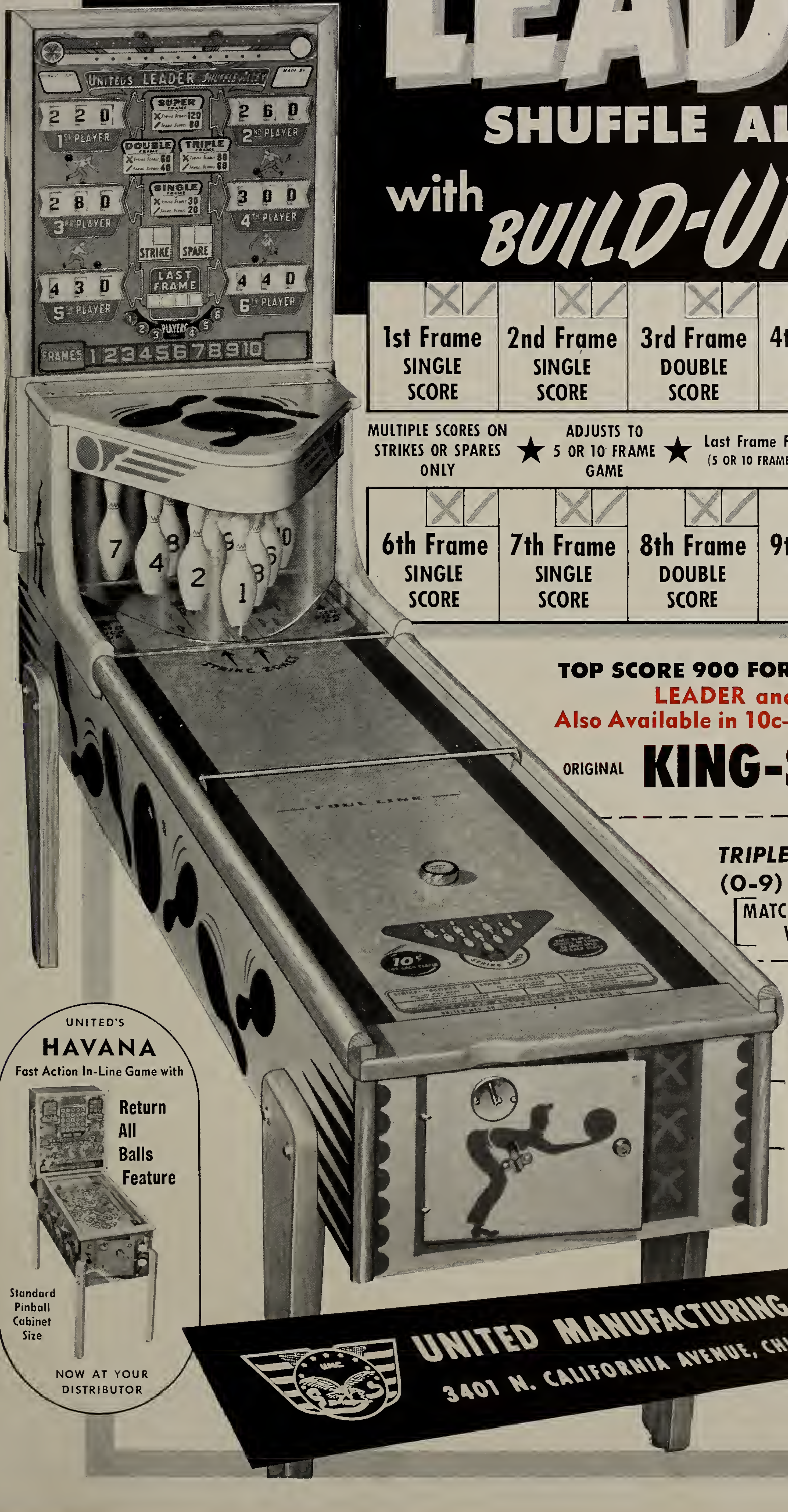
with BUILD-UP scoring

1st Frame	2nd Frame	3rd Frame	4th Frame	5th Frame
SINGLE SCORE	SINGLE SCORE	DOUBLE SCORE	TRIPLE SCORE	QUADRUPLE SCORE

MULTIPLE SCORES ON STRIKES OR SPARES ONLY ★ ADJUSTS TO 5 OR 10 FRAME GAME ★ Last Frame Feature (5 OR 10 FRAME GAME)

2 EXTRA SHOTS FOR STRIKE
1 EXTRA SHOT FOR SPARE

6th Frame	7th Frame	8th Frame	9th Frame	10th Frame
SINGLE SCORE	SINGLE SCORE	DOUBLE SCORE	TRIPLE SCORE	QUADRUPLE SCORE


UNITED'S LEADER Shuffle Alley
220
1ST PLAYER
260
2ND PLAYER
280
3RD PLAYER
300
4TH PLAYER
430
5TH PLAYER
440
6TH PLAYER
SUPER FRAME
DOUBLE FRAME
TRIPLE FRAME
SINGLE FRAME
STRIKE
SPARE
LAST FRAME
PLAYERS
FRAMES 1 2 3 4 5 6 7 8 9 10
STRIKE ZONE
FOUL LINE
10¢

TOP SCORE 900 FOR 10 FRAME GAME

LEADER and CHIEF
Also Available in 10c—3 for 25c Model

ORIGINAL **KING-SIZE** BOWLING PINS

TRIPLE MATCH FEATURE
(0-9) ★
MATCH NUMBER AND STAR WITH CLOVER LIT

HINGED PIN-HOOD
HINGED FRONT DOOR
SERVICE LIGHT
FORMICA PLAYBOARD

TWO SIZES	8 FT. BY 2 FT. 9 FT. BY 2 FT.

SEE YOUR DISTRIBUTOR

UNITED'S
HAVANA
Fast Action In-Line Game with
Return All Balls Feature

Standard Pinball Cabinet Size

NOW AT YOUR DISTRIBUTOR

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

UNITED'S
CHIEF Shuffle Alley
Has All the Features of LEADER Except Triple Match Feature

TRIPLE VALUE for your money when you operate Bally® games

1. Biggest earning power

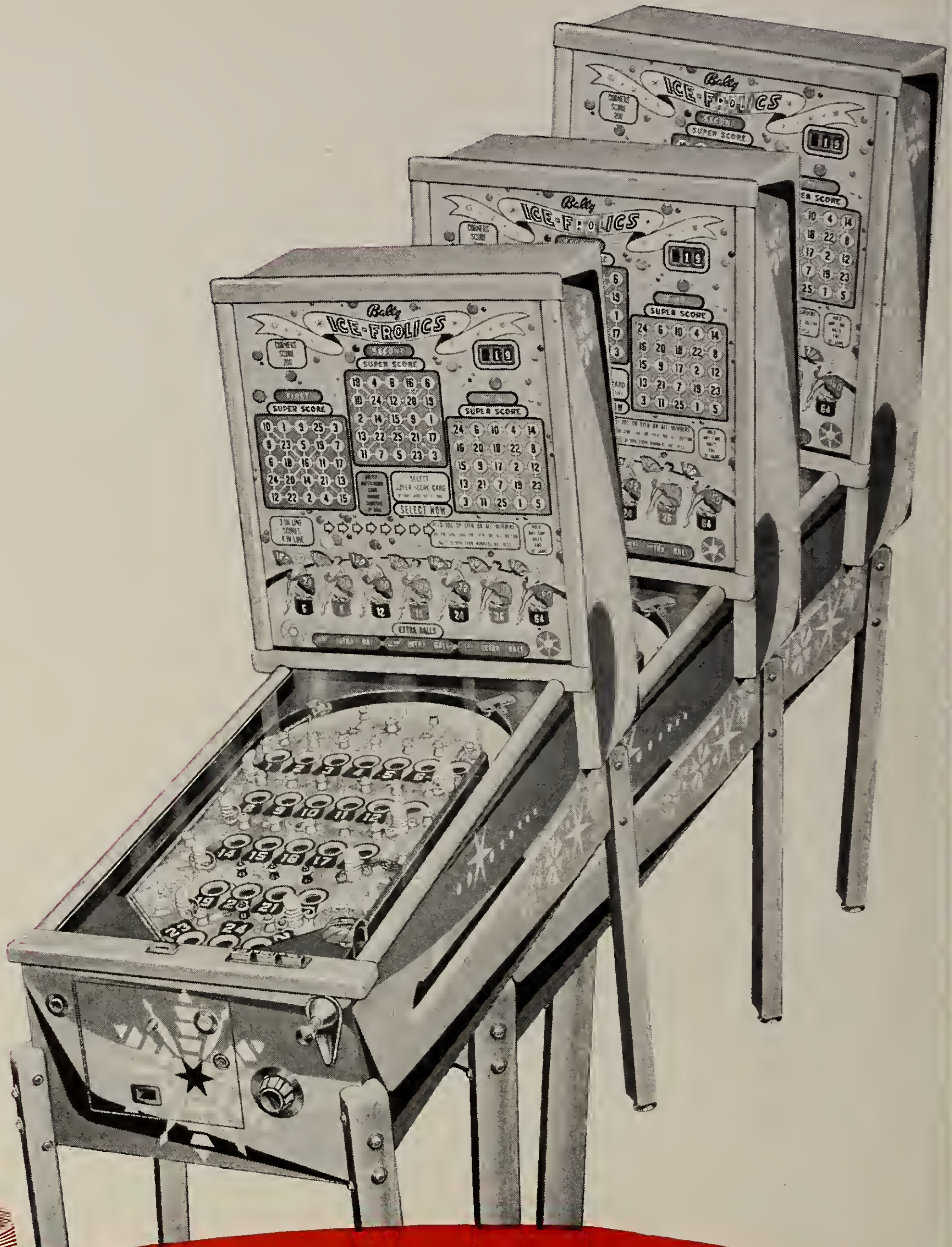
Ballygames are famous for eye-appeal plus play-appeal —the combination that results in top-earnings on location.

2. Biggest net profit

Bally-engineering cuts service-cost to the bone, saves you time, trouble and money, increases your net operating profit.

3. Biggest trade-in value

Market-listings, month after month, year after year, prove that, model for model, Ballygames consistently command highest used prices.



ICE FROLICS

Newest Ballygame, ICE-FROLICS combines the attraction of 3-cards play with profit-proved features of recent Ballygames, plus brand-new money-making features. See ICE-FROLICS at your Bally Distributor today. Get ICE-FROLICS on location to increase your in-line earnings in a hurry.

Bally® MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS